



## Case Study

# Geek+ x hunkemöller

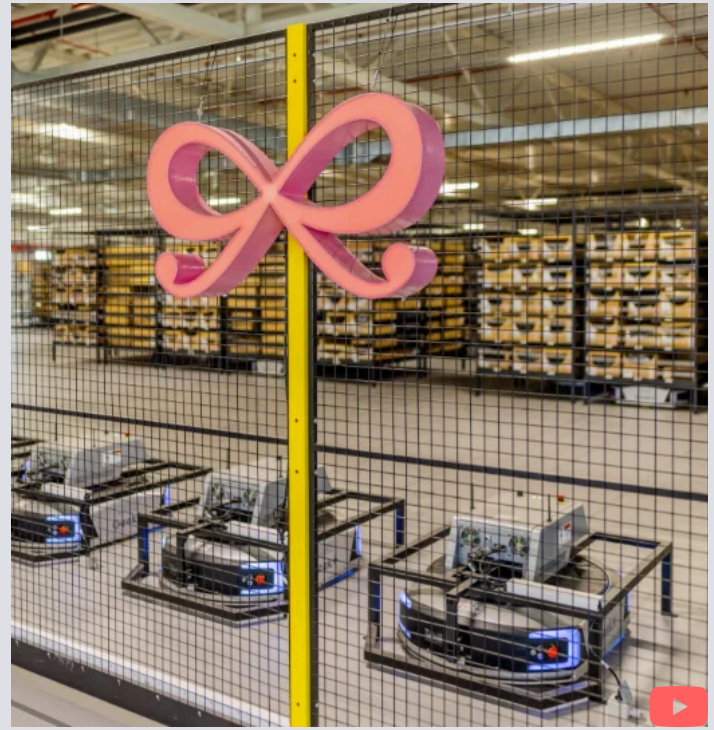
Retail

RS + P40

Geek+ Picking System

## The Challenge

- High SKU fashion complexity: Managing a wide and dynamic product range across omnichannel operations.
- E-commerce growth pressure: Increasing order volumes require faster, scalable fulfillment processes
- Space limitations: Need to maximize vertical warehouse capacity without expanding footprint.
- Manual inefficiencies: Excessive walking time reduces picking productivity.



## Geek+ Solution

- Geek+ Tote-to-Person solution deployed.
- P800 Robot Fleet (150+) Efficient goods movement across mezzanine levels
- High Density Racking (700+) Optimized storage for high-SKU fashion inventory
- Picking & Put away Stations (30+ / 4) Streamlined inbound and outbound operations
- Mezzanine Integration (8.6m) Maximized vertical space utilization

## Geek+ Impact

- Picking Efficiency: Faster and more accurate order processing with automated Shelf-to-Person workflows.
- Vertical Storage: 8.6m mezzanine enables high-density storage and full warehouse space utilization.
- Scalable Capacity: Modular robot system adapts easily to seasonal peaks and growing order volumes.
- Sustainable Operations: Energy-efficient automation.

## About Customer

Hunkemöller is a leading European lingerie brand headquartered in the Netherlands, with a strong retail and e-commerce presence across multiple markets. With decades of experience in the fashion industry, the company combines trend-driven collections with a focus on customer experience, offering high-quality products while continuously evolving its omnichannel operations to meet growing consumer demand..



**Nick Gresham**  
Chief Financial Officer,  
Hunkemöller

“We needed a scalable, intelligent automation solution that could support our fast-paced business and expanding product range. Geek+ stood out with their proven expertise in retail logistics and innovative, flexible order fulfillment solutions.”