

# Industry Reference Dialogue marketing and fulfilment



## AUTOMATION: FROM ORDER PICKING STATION VIA ORDER CONSOLIDATION BUFFER TO DISPATCH

### The Customer

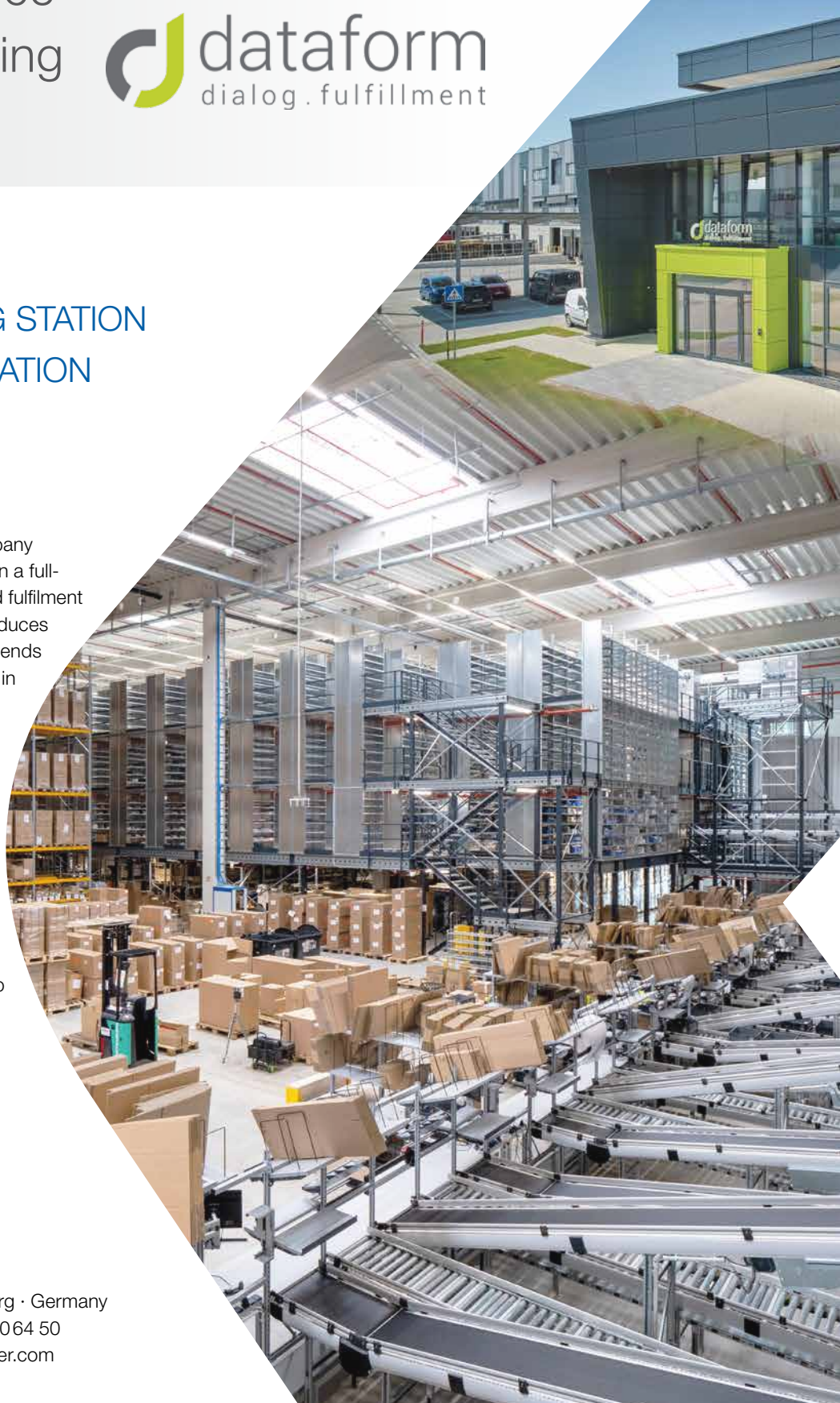
dataform dialogservices GmbH with company headquarters in Buchschwabach has been a full-service provider in dialogue marketing and fulfilment for more than 40 years. The company produces around 120 million mailings per year and sends around 1.2 million e-commerce packages in fulfilment.

### The Requirement

With the goal of doubling sales by 2025, dataform invested around 60 million Euros at the location in Buchschwabach to come up with flexible, expandable logistics solutions in order to meet the demands of dynamic markets and rapid growth rates in e-commerce. The first step was to develop a forward-looking, flexible and expandable logistics concept in order to achieve automation according to the "goods-to-person principle".

### Klinkhammer Intralogistics GmbH

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## The Solution

A three-storey shelving system ensures flexible storage of containers and cartons. It holds 60,000 containers in the size 600 x 400 mm with different height classes. Conveyors connect 18 picking stations to 14 goods receipt stations, to the automated order consolidation buffer with 1,084 container storage locations, to 20 packing stations and to dispatch. The package conveyor line leads from the ergonomically arranged packing stations to the dispatch gate and automates loading up to the truck. In addition, a forklift-operated pallet warehouse for approx. 25,000 storage locations enables fast handling of palletizable goods. The warehouse management software and material flow control KlinkWARE® guarantees short lead times and lean processes due to the storage, retrieval, transport and order strategies precisely tailored to dataform.



Pallet warehouse with 25,000 storage locations, shelving system for 60,000 containers with conveyor technology



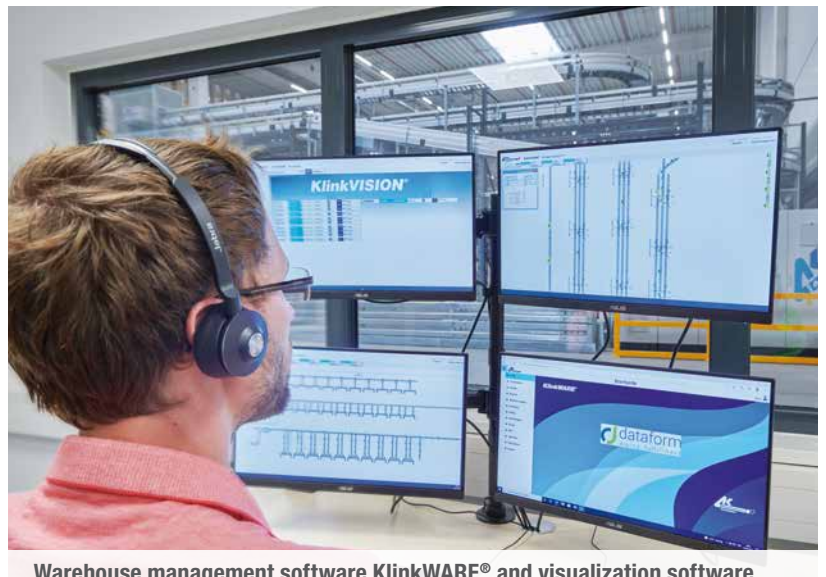
dataform logistics center



Order consolidation buffer with 1,084 container storage locations



20 automatically connected packing stations



Warehouse management software KlinkWARE® and visualization software KlinkVISION®