



Case Study

Industry: Ecommerce
Solution: Goods-to-Person



One of central Europe's largest cycling eshops automates order fulfillment with **Brightpick**

MTBIKER IS ONE OF THE LARGEST CYCLING ESHOPS IN CENTRAL EUROPE, DELIVERING CLOSE TO 200,000 ORDERS PER YEAR ACROSS 60,000 SKUS. THE ECOMMERCE SPECIALIST DELIVERS TO 25 EUROPEAN COUNTRIES WITH A FOCUS ON SLOVAKIA, CZECH REPUBLIC, AUSTRIA, HUNGARY AND POLAND.

The customer has installed the Brightpick solution to automate order fulfillment in its Trencin fulfillment center. The Trencin fulfillment center ships out approximately 4,000 orders per week and holds 60,000 SKUs across bicycle components, cycling accessories, sports apparel and more. The Brightpick solution holds approximately 18,000 totes in storage and is designed to achieve 400 picks per hour with one human picking station.

4.000
orders per week

18.000
totes in storage

400
picks per hour



Brightpick uses autonomous mobile robots (AMRs) to retrieve totes from storage and transport them to a human picking station. Each AMR has two tote positions: one for the storage totes and another for the order tote where picks are consolidated. Human pickers pick items from the storage tote into the order tote. Once the order is consolidated, the AMRs deliver their order tote to a packout station.

The solution is highly ergonomic for human pickers. Before arriving at the human picking station, the AMRs automatically raise both totes to waist height to enable the human picker to pick items with minimum effort. In addition, each AMR carries a mounted tablet within easy reach that tells the human picker how many items to pick from the storage tote. This reduces physical strain and results in fewer mispicks and fulfillment errors.

Brightpick uses standard shelving that can be assembled in days, which results in fast deployment and high flexibility. Additional capacity can be added on demand without shutting down operations.

“With Brightpick, we can easily scale both throughput and storage. This has enabled us to reduce our upfront capital investment and to invest in additional capacity gradually, if and when we will actually need it. The system combines nicely with our existing processes, doesn’t have any complicated building or layout requirements and is a lot simpler to operate and maintain than other solutions we have looked at. Before installing Brightpick, our picking process was entirely manual. Brightpick will enable us to increase our throughput, shorten fulfillment times and reduce costs.”

Tomas Cervenka, MTBIKER’s Chief Executive Officer

In addition to order picking, Brightpick also autonomously replenishes inventory for MTBIKER. The AMRs transport totes from decanting stations and dynamically slot them into the most optimal storage location. Totes that contain faster-moving merchandise are stored closer to the picking stations, which reduces cycle times and increases throughput.

About **BRIGHTPICK**

Brightpick offers the world’s most efficient warehouse automation solution for ecommerce and grocery order fulfillment. The company’s end-to-end robotic solution autonomously picks, consolidates and dispatches orders in large, small and micro fulfillment centers. The Brightpick solution takes less than a month to deploy, enables warehouses to reduce their picking labor by 95%, and cuts costs for order fulfillment by half. Brightpick is part of Photoneo Brightpick Group, headquartered near Cincinnati, OH, which has more than 300 employees and 5000 technology installations across the US, Europe and Asia. Photoneo Brightpick Group’s customers include leading companies such as General Motors, Volkswagen and KUKA.

