



### The customer

- C&A offers attractive, modern, high-quality clothing for the whole family at a fair price. With ten brands C&A cover every moment and occasion of life.
- Today C&A has 1,575 stores across 21 countries and combines the Online Shops with the physical locations through Multi-Channel activities such as Click&Collect.
- Since the beginning of the cooperation between C&A and arvato the Online Sales have grown in double figures yearly.

## The Bag-Sorter success story

In 2008 the German retail company C&A launched their online shop, currently serving nine country shops, among others; Germany, France and Switzerland. Alongside Customer Care and Financial Services the main focus is logistics all provided by the service provider, arvato.

**The starting point** Due to the strong and consistent growth of the online shop after its Go-Live, arvato's logistics center in Langenhagen (Germany) was expected to breach its capacity after only five years. A new concept was required in order to support the growth of the C&A Online Shop and to guarantee a frictionless scale-up of processes. As a result the **automation of the logistics processes** was a priority.

**Solution** The result is a global first, a bag-sorter with the capacity, scalability and integration of a Dynamic Puffer. 100%-automatic with **up to 70,000 bags** in the **multi-level conveyor system**.

From the beginning there was a unique challenge: connecting the IT systems from Durkopp, the manufacturer, with those from arvato. After an implementation period of nine months the Bag-Sorter was first brought into service in August 2013. Activated incrementally, within two months the System was ready-to-use at full capacity ready for a **baptism by fire** – the Christmas peaks! 📉

»All of our expectations were fulfilled 100%.  
Short-term marketing campaigns and seasonal  
peaks can be handled without issue!«

**Knut Brüggemann**

Head of eCommerce Operations C&A Online

During Daily operations the Bag-Sorter has exceeded all expectations. The 10,000 sorted articles per hour will be brought to 15,000 articles in the next growth stage. In peak periods **more than 20,000 parcels** are sent daily.

**Operations** The **outstanding scalability** of the Bag-Sorter is directly related to the **dynamic Puffer**. In this area, oft requested articles and high-quality returned items are stored in Bags and do not require manual picking when needed next. Each Bag is identified through an RFID Chip which 'marries' the physical article to the Bag. The article can be any product from **folded or hanging articles** to shoes or accessories.

When fulfilling a customer order the article will first be searched for in the dynamic puffer, if it can't be found in this area it is picked manually and put into a new Bag. For orders which consist of multiple items they are packed into individual Bags which are then automatically brought together in the System, ready to be packed at goods out.

**Result** Through the support of the Bag-Sorter **efficiency has improved significantly** and the **Output per Employee hour** has substantially raised. Above all, because the travel paths for picking the goods have been reduced greatly through the use of automation.



### Our statistics upon introducing the Bag-Sorter

- Increase in productivity and speed in completing orders
- Quick reaction to ad-hoc campaigns
- Improved preparation of planned marketing campaigns
- Direct returns reuse of up to 70,000 articles with the dynamic buffer
- Cushioning during peak periods
- Pick process savings

**Questions? Please get in touch with us.**

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