

## case history



Company name

**CLARINS ITALIA**

Industry

**Personal care**

Customers

**2.000**

Warehouse

**5.000 sq/m**

Website

**www.clarins.it**

### Replica Sistemi's solutions

- SMA.I.L.) StockSystem
- SMA.I.L.) Voice
- N.20 Motorola mod.MC32N0
- N.14 Honeywell Voice mod.A730



# CLARINS ITALIA

## The "hands-free" make-up

Clarins Italia is one of the 30 subsidiaries of Clarins Group ranking fifth in terms of business volume. Headquartered in Bologna, Clarins Group covers the whole Italian B2B distribution for all brands: treatments, make-up and some perfumery brands such as My Blend, Mugler, Azzaro and Hermes.

In August 2018 the project with Replica Sistemi went live after 9 months of development and tuning.

The analysis of all workflows and processes was key to the success of the project since it resulted in no slowdowns or issues during the implementation and the use of the solution.

**ReplicaSistemi**

ZUCCHETTI GROUP

## case history

### Customer's requirements

The warehouse has 3 picking lines according to the type of product:

- body maquillage
- fine maquillage
- perfumes

Picking operations vary depending on the quantity ordered:

- standard picking (by item)
- picking by master-box (directly from shelf)

For some distribution channels, the deliveries are carried out by full-pallet. Certain products (established by the mother company) are subject to the so-called «Grey Market inspection» in order to identify possible unauthorized unofficial-markets; as a consequence, having serial numbers on products becomes mandatory so that both single-items or master-boxes' data can be shared with the mother company for checking and monitoring.

Before the WMS SMA.I.L.: StockSystem was introduced, the warehouse processes were carried out manually through printed paper-spreadsheets.

The shipping labels were previously printed with the spreadsheets according to rough estimates - mostly wrong - of the number of boxes.

The receiving and related shelf-location planning was made on paper by the operator and only occasionally reported on the AS400: this often translated into materials hard to find during the picking and refilling operations.

The refilling operations were carried out "just-in-case" and "by sight" depending on the single worker attention; there was no refilling plan basing on the orders dispatch needs, so it was quite common for the order-pickers to stop their picking operations to call for new materials to be stored in the picking area.

Before optimizing the processes of standard picking and master-box picking, master-boxes were often taken to the roller-conveyors along with the standard picking items causing serious bottlenecks.

The detection of the serial numbers for the "Grey market" was managed via a separate system without any integration consequently, order-pickers had to bear in mind to run it manually with no check on the accuracy of detected data.

### Why Replica Sistemi?

*Interview with Stefano Raspadori  
IT Manager - Clarins Italia*

We were looking for a provider specializing in WMS solutions focusing also on performing accurate and thorough analysis of the corporate processes. Replica Sistemi and its solution SMA.I.L.: StockSystem turned out to be the best in class.

Since the implementation of the WMS - and its "hands-free" voice-directed features - we have obtained many advantages:

- Full-paperless tasks, like: picking, downstream movements from reserve-locations and replenishment.
- General reduction of anomalies in shipping processes: from 12,02% to 6,93% in 1 year, marking a 50% reduction of delivery ERRORS which resulted in more efficiency, less returns and costs.
- Errors reduction (90%) also in the warehousing activities: no more missing or surplus materials, no more inversions or anomalies during the order-shipping preparation (errors reduction from 1,78% to 0,16%).
- More precision and more speed thanks to the simultaneous release of picking and replenishment tasks of multiple orders (and subsequent sorting without errors).
- More margins due to fees agreed with the forwarder.

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### The project

The project goals were:

- No more paper
- Optimization of time and routing in the picking operations
- Replenishments planning to avoid stockouts in the picking area
- Picking and labelling directly the real boxes both in master-box picking and in the single-item picking
- Precise calculation of the boxes quantity to be communicated to the forwarders
- Automated integration of the serial number detection for the «Grey market» during the picking operations - also by forcing the order-pickers if required.
- Increasing and improving the order-pickers performances.

The WMS coordinates, organizes and manages all the information and operational flows relating to:

- Receiving,
- Putaway,
- Internal handling,
- Corrections,
- Returns management,
- Warehouse transfers,
- Sales,
- Outlet sales.

The organization of the order-pickers' work is automated as the system assigns the "priority" tasks by order-picker. The level of the priorities implemented in SMA.I.L.) Stocksystem have been agreed with the customer according to specific criteria, like creation date of the lists, forwarder and boxes quantity (number of boxes).

Since the items master-data feature volume and weight data, the system automatically calculates the box volume and weight. The check of weight/volume is carried out during the weighing by the worker

which decides to open the box for a further check in case the weight doesn't match the one set in the master data. If it matches, the system automatically prints the shipping label for each box.

Master-box picking tasks for a specific SKU in different orders, is carried out via multiple-order-picking: all master-boxes are collected simultaneously, the system immediately prints the relevant shipping labels in the right quantity for each destination. The shipping labels printed by SMA.I.L.) Stocksystem already feature a specific barcode for each forwarder.

The picking lines are refilled via automated replenishment operated by SMA.I.L.) Stocksystem according to preferential picking locations and to minimum and maximum quantities assigned to each fast-moving SKU.

In the shelving area of the warehouse workers can check - in a graphic and intuitive way - all running tasks per order-picker/truck thanks to a screen automatically updating. This way workers get a full-paperless real-time overview of the open tasks.

For orders featuring not many SKUs, great quantities and addressing many different customers, the warehouse manager generates multiple-order-picking tasks from shelf: the system puts together the tasks "by material" and directly prints the shipping labels for the master-boxes.

An agreement has been closed with a forwarder to pick up the pallet and then apply onto each box the relevant shipping label delivered together with each pallet.

This way lot of time is saved as the whole labelling process is covered by the forwarder.