

News Release

AutoStore empowered by Swisslog for the “colourful world of toys”

Intralogistics expert Swisslog has received an order to install a modern automated compact storage system for ROFU Kinderland, one of Germany’s leading toy retailers.

On top of more than 90 stores, ROFU is responding to a growing online business with the construction of an automated warehouse for its toys, stationery, and decorative items. Aiming to improve delivery capacity and increase efficiency, the retailer selected Swisslog to deliver an AutoStore system, complete with software and conveyor technology.

Swisslog selected to deliver AutoStore for German toy retailer

The new solution will be based at the ROFU logistics centre in Germany and is due to be complete by May 2021. “We can hardly wait to reap the benefits of our new automated logistics,” says Michael Fuchs, Managing Director of ROFU Kinderland.

“We had already started planning to introduce automation before the coronavirus pandemic, but the current situation has accelerated our online business. We therefore have a need for fast implementation of reliable automated solutions. In these difficult times, with restrictions to travel and social contact, families are reflecting on their homes,” Fuchs explains. “Toys are an important factor for little ones – and our ability to deliver is especially in demand.”

Compact storage technology with by far best solution

The new AutoStore system at ROFU aims to not only expand the throughput of the currently manual equipment logistics of the toy retailer, but also to make it faster, more flexible, ergonomic, and economical.

"Compared to other concepts, AutoStore was by far the best solution for ROFU," says Steffen Klöver, Sales Manager of Swisslog, and continues, "thanks to the modular design, we can install the system within the existing space and in a relatively short time. The selected storage is also well suited for the product portfolio, which consists of around 3,500 different items in the ROFU small toy range, including brands such as Lego, Dickie, Playmobil and Barbie. Puzzles, card games, stationery and decorative items will also be stored within the new AutoStore warehouse."

Klöver adds: "With equal performance, our AutoStore takes up 30% less space than other automatic intralogistics solutions."

Adaptable and expandable at all times

The AutoStore system at ROFU will include around 28,300 bin locations and will initially be operated by 57 robots. Eleven ports will be connected to the cube, including five conveyor ports and six carousel ports. 60 meters of Swisslog QuickMove conveyor technology, as well as the Swisslog warehouse management system, SynQ, complete the solution. SynQ's intelligent, modular software platform for inventory management, material flow and automation can be expanded as needed with business intelligence tools to increase performance.

In general, the AutoStore system at ROFU allows further expansion at any time. "The enormous adaptability was crucial for us from the beginning", describes ROFU managing director, Fuchs. "We saw two of Swisslog's realized AutoStore facilities in action, for E-Commerce company Competec/Brack.ch and retailer Manor, which fully convinced us that this was the right solution for us."

As a leading global integrator with over 200 realized projects, these are just two projects, which showcase the wide implementation spectrum of AutoStore powered by Swisslog. To discover the benefits of the solution first-hand, register your interest for a virtual showcase live from ASDA in Lutterworth via <https://www.swisslog.com/VirtualTours>.

More information:
Swisslog.com