

CASE STUDY

FREJA Transport & Logistics A/S, Denmark:
E-commerce warehouse for fashion retail

ssi-schaefer.com



SSI SCHAEFER

ABOUT FREJA TRANSPORT & LOGISTICS A/S

FREJA is a full-service provider of transportation and logistical services. With comprehensive global transport alliances, storage facilities and bonded warehouses in the Nordic region, the company offers transport, order booking, packing and packaging jobs and end-recipient deliveries for their customers in all business areas.

The privately-owned Danish company FREJA was founded in 1985 by Jørgen J. Hansen and is today an international player with branches in Denmark as well as Finland, Norway, Sweden, Poland and China. Since its establishment FREJA has experienced annual growth rates of approx. 20 percent, and today the company employs around 800 committed employees and has 2 million consignments every year.

For one of the company's customers, the shoe retailer Deichmann, FREJA handles all e-commerce orders for the Danish and Swedish markets. The agreement includes storage of shoes, order picking and fulfillment service as well as shipping of all e-commerce orders for both countries. All the orders are handled and shipped from FREJA's office and warehouse in Skanderborg, Denmark.

"With the planned growth rates of our customer we could either chose to do more of the same and put up more shelving systems for manual picks - or think innovative. We chose to do the latter."



Marina Steensen
Group Healthcare
Logistics Director at
FREJA



THE CHALLENGE

Everyday FREJA handles from 400 to 500 online orders for the Danish and Swedish e-commerce customers of Deichmann – at peak times even up to 1,000 orders per day.

Prior to the new picking and storage solution all the shoes were stored on shelves in an external warehouse, taking up more than 1,000 m² of shelving storage space, where employees had to walk a lot to pick every order.

The fashion retailer has set up ambitious growth plans for the development on Danish and Swedish markets. Therefore, FREJA needed to ensure that the warehouse would live up to these plans in the future.

THE CHALLENGE IN BRIEF

- Centralization of several warehouse locations
- Picking of up to 1,000 orders each day
- Secure and ergonomic workplace
- Future ready solution suitable for growth plans



THE SOLUTION

After careful evaluation of several suppliers FREJA chose 10 LOGIMAT® vertical lift modules from SSI SCHAEFER as their new picking and storage solution for the fulfilment of all Deichmann's e-commerce orders. After only ten days of installation the lifts were ready to be filled. Each LOGIMAT includes 37 trays, allowing more than 40,000 pairs of shoes to be stored in total.

The LOGIMAT® vertical lifts are equipped with LOGITILT function which gives the employee a good overview of each tray and makes the picking from the lifts very ergonomic.

"We chose this solution together with FREJA in order to be faster and more efficient and we are very happy with the complete solution."

Dennis Timmermann
Distribution Logistics at
Deichmann SE



THE RESULT

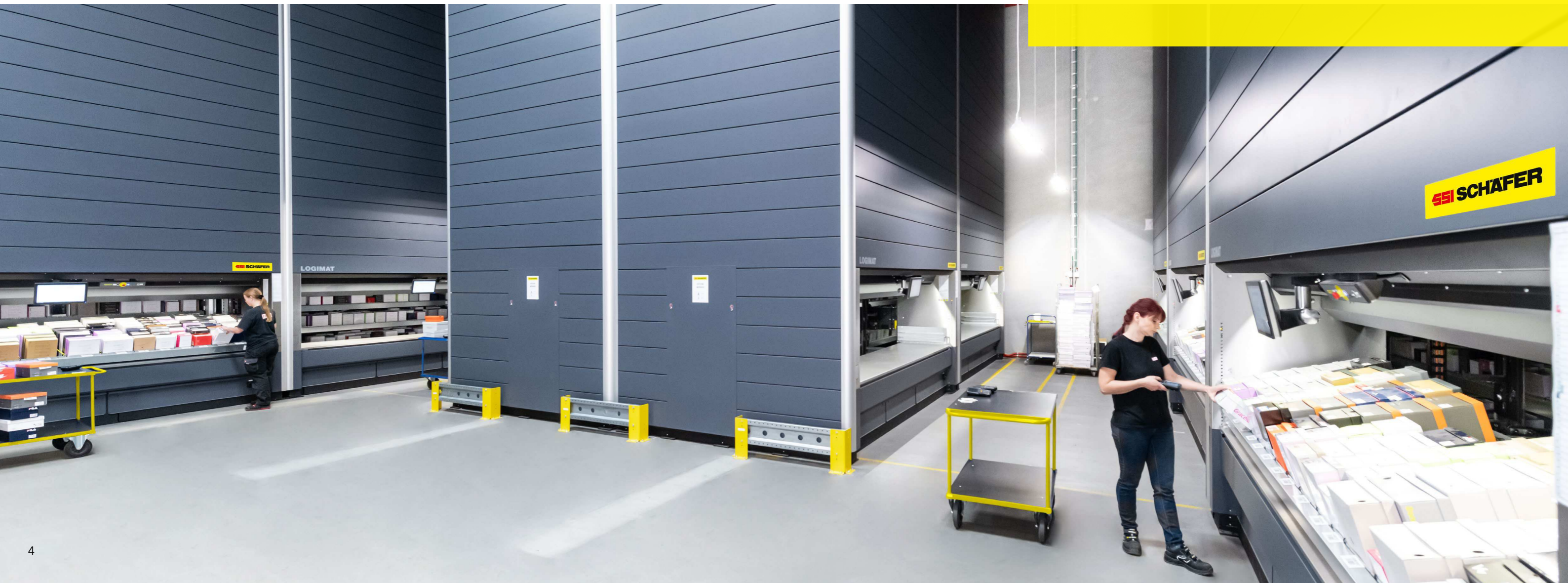
With the LOGIMATs FREJA is now able to store and pick the same number of shoes in only 350 m² instead of 1,000 m² - and they are ready for the future growth.

The space saving solution even made it possible for FREJA to combine several warehouses into one, and thereby terminate an external lease and gather all warehousing activities on one location.

Furthermore, the speed of the order fulfillment has increased. FREJA now have faster and more efficient picks and the travel in the warehouse was reduced to a minimum, saving many steps for the employees every day.

Another benefit from the lifts is the ergonomic picking due to the LOGITILT function that tilts the trays in the access opening to ensure ergonomic picking.

"SSI SCHAEFER did a good job trying to understand what our needs were and that gave us confidence and combined with the fact that we they had an economically sound solution, a good quality and good references, the choice was easy to make", summarized Marina Steensen.



FACTS AND FIGURES

System Key Figures

Storage space	1,000 m ² in total (SSI SCHAEFER LOGIMAT warehouse area = 350 m ²)
Stock keeping units (SKUs)	Approx. 70,000
Activity peaks	Approx. 400-500 order per day - up to 1,000 orders at peak times.

LOGIMAT Vertical Lift Modules

Specifications

Number	10
Width	4,025 mm
Height	9,150 mm
Number of trays	An average of 37 trays per Vertical Lift Module
Goods stored	40,000 pairs of shoes in total

Options

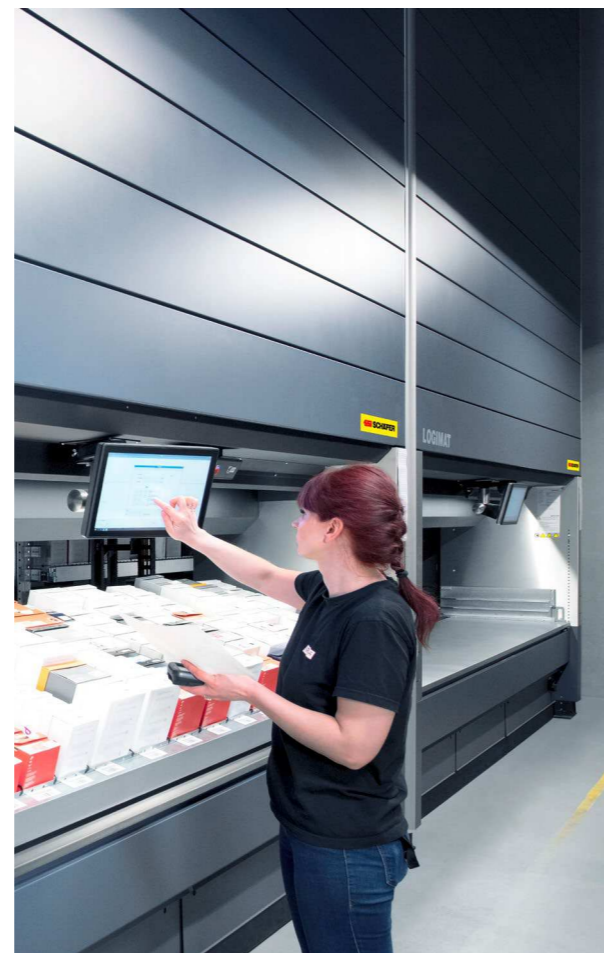
LOGITILT	Tilting mechanism of the tray for ergonomic operation.
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Software

LOGISOFT enterprise for batch picking

AT A GLANCE: THE LOGIMAT VERTICAL LIFT MODULE

- Highly convenient goods-to-person picking principle
- Compact design has economic and environmental advantages
- Walking time reduced by more than 70 %
- Compared with static solutions, the Vertical Lift Module requires up to 90 % less warehouse space
- Automated processes and ergonomic design
- Improve performance by over 20 %



LOGIMAT

SIX REASONS FOR CHOOSING SSI SCHAEFER:

- **Stability:**

As a financially independent family business, SSI SCHAEFER is committed to long-term solutions. You can trust that our team of experts will be there for you today, tomorrow and in years to come.

- **Efficiency:**

SSI SCHAEFER solutions are scalable and able to grow with your business. You can always upgrade or retrofit.

- **Quality:**

As a systems specialist and original equipment manufacturer, SSI SCHAEFER provides tailor-made and high-quality solutions from a single source, specifically designed to meet your challenges.

- **Reliability:**

Thanks to our worldwide Customer Service & Support network, SSI SCHAEFER ensures smooth operation of your system, both during and after installation.

- **Know-how:**

SSI SCHAEFER solutions are always up-to-date with the latest technological standards and can be easily integrated into an existing (IT) landscape.

- **Internationality:**

As a global organization, SSI SCHAEFER has local offices worldwide. With over 70 operative subsidiaries, our team of experts speak your language.

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