



# E-COMMERCE & ORDER PICKING



CUSTOMER CASE STUDY: STADIUM AB

HelgeNyberg AB



## MORE TROLLEYS TO HANDLE MORE PRESSURE

With space for more than 30 orders for each picking trolley, Stadium's online department can maximise its logistics in a super-effective e-commerce solution. There is a lot of pressure on the online department, which is Stadium's biggest shop.

The online shop occupies an area of 6000 m2, and employs up to 45 people depending on the day. Generally between 10 and 25 people are working here.

The department is located in the gigantic central warehouse in Norrköping where goods are managed via an impressive logistics system. Here, deliveries are received, repacked and sent to the shops. The online department is responsible for the web customers for all of Stadium's markets.



Picking and sorting into current orders on a trolley

But the online shop also has its own range, with unique products. Here there are goods that are different in one way or another. It may be a different colour, limited production or an exclusive item. There are currently three purchaser who select and purchase in this exclusive online material. Of the total sales on the Internet, this section represents around 25%.

"Sometimes we simply add a colour or a model. We can attract buyers with prices or exclusivity. But the goods have to fit Stadium's broader vision, of activating the world", says Kristian Jönsson, who was head of the online department from when it started eight years ago until the end of March.

The logistics solution for e-commerce means that there is a flow of goods from several directions, with the ordinary range coming from the big system in the central warehouse while the online exclusives are found in the warehouse on shelves for picking by the online department. These must be collected together, packed and sent to the customer.

In yet another area of the online department is a picking section where returns,

# stadium®



**"The whole of our online department is growing like mad. The online shop is Stadium's biggest. The collaboration with Helge Nyberg AB has worked really well. The Ergobjörn trolleys are ergonomic with push handles in several different places. Despite being large to accommodate many orders, they are easy to handle. We used to do our picking in a very manual way", says Kristian Jönsson.**



Stadium Online in Norrköping uses picking trolleys for batch picking of 8, 16, 24 or 32 orders. Up to 10,000 items are in the range here, with a total of 26,000 picking sites. The online department is growing and becoming increasingly important for the development of the company.

high-turnover goods and campaigns are located.

The simplest orders are those containing one type of item. The orders where the goods are mixed set higher demands in terms of handling. Here, the structures have to interface smoothly.

Helge Nyberg's trolleys help. Stadium uses four different sorts of trolley. These are the picking, unpacking, return and "big" trolleys.

The picking trolleys have up to 30 different sections, which are adjustable so that goods of different sizes can more easily be accommodated. Flexibility is very important. Straightforward solutions are created on smaller trolleys, where goods from the ordinary range come up to the online department.

"Here we have unpacking trolleys, which are made to hold three boxes containing the goods and which are also height adapted so that moving boxes on and off the trolley is ergonomically effective. It makes it easy to work", explains Kristian Jönsson.

For ergonomic reasons, the larger picking trolley's lowest order section is positioned a little way above the floor so that pickers don't have to bend down.

## CONCEPTS FOR MANY AREAS

With more than 50 years' combined experience and knowledge of our customers' needs, we have chosen to specialise in a number of different areas. In this way we can offer the most optimal solutions, the best service and the most secure collaboration.



### INDUSTRY & MANUFACTURING

Helge Nyberg is active within both light and heavy industry. We have industrial solutions for the whole of the materials flow.



### E-COMMERCE & ORDER PICKING & DISTRIBUTION

Our long history and geographical position in an area with many mail order, logistics and warehousing businesses give us unique knowledge and experience in order picking and third party logistics.



### HEALTH CARE & HOSPITAL

All industries have different requirements and specifications in terms of material and tools. Naturally, the strictly regulated field of health care has its own particular requirements. We can satisfy these.



### AUTOMOTIVE & VEHICLE

The automotive industry is perhaps the sector in which the development of intelligent logistics has gone furthest. Solutions from Helge Nyberg are part of this development.



### SERVICE & SUPPORT

Our forklift and trolley solutions are not only perfect for transporting baggage or material, for example in airports or trade fairs. Our solutions are equally often used as mobile service offices by technicians and installers in industry and other places.



### LEAN SOLUTIONS

As specialists, we are happy to help you develop the material handling solution that uses the least resources and creates the most value – the right material, in the right place at the right time.

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