



E-COMMERCE & ORDERPICKING



CUSTOMER CASE STUDY: BAKER & CHEF

HelgeNyberg



FOCUS ON SUSTAINABILITY AND EFFICIENCY

Baker and Chef is one of Sweden's largest online stores within kitchen appliances. When they went from order picking with manual trolleys to a truck solution, the old Ergobjörn trolleys were re-built to get the picking completely adapted to the greatest possible efficiency. Sustainability and efficiency are parts of the company's strategy.

The Baker and Chef have an extreme growth rate. Although the newly built warehouse is not even a year old, it is already getting too crowded.

– "We had not been able to expect that we would grow so fast," says Renzo Hidalgo, who is the supervisor of incoming delivery.

– "In the past year, we have had 40% more sales than the year before."

Great ergonomic advantage

When the new warehouse was taken possession of, one went from picking with manual trolleys to a truck and trolley solution.

The biggest advantage that the Baker and Chef see with this way of picking is for the personnel.

– "The staff feels good, because the ergonomics have improved significantly. They are happy to be comfortable, instead of going all day on a hard concrete floor," says Renzo Hidalgo.

In addition, the order picking is much faster and becomes more efficient.

– "We can pick 80 orders in a trolley now, compared to the 25 we had before," says Jennie Öhlund, who is the supervisor of outgoing delivery.

Extra long trolley

The trucks are the Ergobjörn 710 model (BT Optio TSE 100W-710) and the rebuilt trolley is extra long with adjustable dividers that adapt the space as needed.

The products that are picked vary a lot in



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size. Everything from a chef's knife to a grill. The articles are divided into different zones, depending on size.

– "You want to fill a trolley with items of smaller size and then pick up larger products in another zone. After that they are brought together in the packing area", says Renzo.

Barbecue season starts

When Helge Nyberg is visiting, the first rays of spring sun are showing and it proofs in the number of grills that are waiting to be sent to the customers.

Mondays and Tuesdays are the days of the week that have the highest pressure, as customers shop online during the weekend.

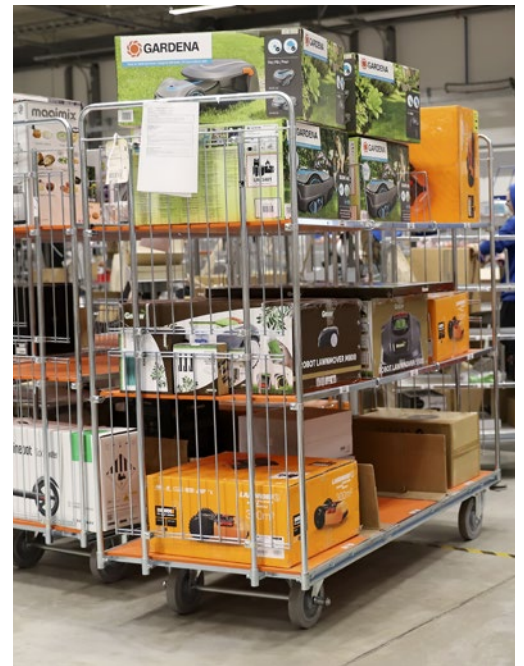
– "The most important thing in the competition is to get the products off in time. Customers expect fast delivery and it depends on how fast we can work," Renzo says.

It is Black Week that is responsible for the highest pay during the year.

– "That week it is extra important that sys-



Incomming delivery



Outgoing delivery

tems and planning for profitability and efficiency work. It is my job to make it flow and preferably without having to bring in extra personnel."

Started in the kitchen

Baker and Chef were founded in 2005 by Hanna and Ulf Kihlberg, in their villa in Goth-

enburg, Sweden. In 2014, the company was sold to Egmont, but Hanna and Ulf are still there to help the e-commerce company through a consultancy.

In recent years, growth has increased. The staff increase is about 50%. There are about 40 people who work at the company and on the shelves there are over 15,000 products.

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



E-COMMERCE & ORDERPICKING

Our long history and geographical position in an area with many mail order, logistics and warehousing businesses gives 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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