

## CASE STUDY

# La Vie en Rose Takes on Order Fulfillment Challenges

**Dematic Put Wall System Provides Increased Accuracy, Speed, and Productivity**



**la Vie en Rose**

Montreal, Quebec, Canada

- ▶ **Women's fashion retailer la Vie en Rose has been expertly designing lingerie, swimwear, and loungewear since 1985. The brand uniquely provides women with a seamless experience, both online and in-store, making shopping for intimate clothing both fun and effortless. Based in Quebec, Canada, the company has grown to over 275 retail stores in 18 different countries as well as an e-commerce channel offering a high-quality shopping experience to customers in Canada and the United States.**

## The Challenges

La Vie en Rose has a fast-growing e-commerce order fulfillment operation with plans to grow the site internationally. A manual picking process had begun to limit their order processing capacity and over time realized that this would affect order accuracy, speed, and efficiency in the fulfillment process.

A scalable solution was required to ensure that they could provide the shopping experience expected by their customers and maintain the brand image built over years of passionate customer dedication.



## Our Solution

To meet the growing demand for e-commerce, la Vie en Rose implemented a scalable and modular Dematic Put Wall system that optimizes order fulfillment for piece picking. The solution serves as an order consolidation and packing method that brings high productivity, order accuracy, speed, and efficiency to the order fulfillment process. Using a divide-and-conquer strategy, the solution combines lines from multiple orders and creates high density, efficient picking throughout the warehouse. The Dematic Put Wall system is used to consolidate and pack the items for each order.



Photo Caption

Directed by Dematic software, the system includes Put and Pack workstations with shelving compartments that hold individual customer orders. Each Put Wall can support multiple order compartments that can also be configured into different sizes to support varying order volumes.

The strategic focus of the Dematic Put Wall system is on an ultra-efficient order fulfillment process that deconstructs and reconstructs customer orders with a 100% quality check for each item. Order processing is efficient with large volumes for multiple order possibilities and order consolidation is integrated within the packing function. The entire process is paperless and managed in real time.

For operational flexibility, each Put Wall can process multi-line orders. The modular design of both the Put Wall hardware and software allows for fast and easy future expansion.

## The Results

The Dematic Put Wall system has been a process improvement generating multiple benefits for la Vie en Rose. Over the past two years, online demand for its products has grown by 300%, yet with the Dematic Put Wall system the company has been able to reduce labor costs, cut delivery times by more than half, and increase throughput by 350%.

The system has also provided significant flexibility in order fulfillment. For example, la Vie en Rose can scale up quickly for peak seasons, with thousands of customer orders picked during each shift. Scan validation ensures high levels of accuracy within the picking process. In addition to the gains in labor productivity and order processing speeds, the paperless system helps to support environmental sustainability goals.

The Dematic software provides real-time visibility into the operation, allowing la Vie en Rose to forecast and make data-driven decisions on when to further automate. The modular design will allow the operation to grow by adding Put Walls and/or Pack Walls as needed.

Power the Future of Commerce.

▶ If you are interested in learning more about this topic and how we can help, please contact us.

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