



The online seller Bebeboutik.com chooses BOA Concept for its new distribution site

French leader in the private sale of products for children, BebeBoutik recently moved its logistics activities to a new site in Tournefeuille (31). The company chooses BOA Concept for the automation of its shipments.

Context

To support its growth, Bebeboutik entrusted BOA concept with the construction of a collector backed by a heterogeneous sorting system. Beyond the flow, one of the problems of the Toulouse online seller was the coexistence of very varied loads: of all sizes, from cardboard to flexible envelopes. Thanks to BOA Concept's Plug-and-Carry® BELT technology, conveying very heterogeneous loads is not a constraint; Bebeboutik's choice therefore naturally turned to the inventor of the intelligent modular conveyor. Deployable in a second phase, the weighing or labelling functions can be easily integrated into the line.

Hybrid sorting system

The BOA Concept installation will transfer orders from the packing area to a “hybrid” sorting area: parcel-type loads will be ejected and accumulated on conventional sorting routes and bag and envelope-type loads will be dumped. in rolls. Signal towers have also been provided to facilitate the monitoring of the filling of the tracks and rolls. A single operator can thus manage many sorting lanes, a simple visual check making it possible to anticipate future roll saturations. This tracking will be accessible on the WCS BOA Drive supervisor interface in order to facilitate shipments.

The installation will also gain height to allow the passage of handling cart and is scheduled for September 2021.

Guillaume PONTIER, Logistic Director of [Bebeboutik.com](https://www.bebeboutik.com) explains the choice of BOA Concept :

“The installation of a conveyor combined with the parcel sorting system by carrier had been a pending subject for several months at Bebeboutik. The very specific context of 2020 and our move last May to a warehouse 3 times the size of the previous one accelerated all of our process improvement projects, including this one.

Modularity, flexibility, speed of implementation, support as well as feedback from other players in our market using their technology were the decisive parameters that led our choice to BOA Concept. The icing on the cake: hybrid sorting system, which allows us to split the flow of cardboard-type parcels from those in envelopes, allows us to gain even more productivity.

This investment represents for us a first step in the world of automation, and it will allow us to be able to rethink our order picking processes and launch new optimization projects. We can't wait to use this conveyor!”

About Boa Concept

BOA Concept, founded in 2012, is an e-commerce accelerator, innovative and specialist in intralogistics. BOA Concept installations operate without a PLC thanks to their on-board intelligence and have convinced big names in logistics and e-commerce. Thanks to the performance and scalability of the facilities as well as the ease of reuse of its made in France solutions, the company has also been part of a CSR policy since its creation. Very quickly, by relying on a modular and

easy-to-implement design, the company democratized access to automation: today, Boa Concept offers a range of smart Plug-and-Carry® modular conveyors for light and heavy loads as well as a robotic Plug-and-Store® storage system. Led by a team of 50 people, a third of whom are in design offices and R&D, BOA Concept is based on the values of Flexibility, Responsiveness and Innovation. The company has thus won the trust of its customers in France, Western Europe and Morocco.

More details on: www.boa-concept.com

About Bebeboutik.com

In 9 years of activity, BebeBoutik.com - an e-commerce site, has become the French leader in private sales for babies, children and mothers. The company has been distinguished by Les Echos 5 times (from 2017 to 2021) as a "growth champion", highlighting its remarkable performance.

Bebeboutik.com has nearly 4 million members who benefit every day from our offers with major brands sold by our 800 suppliers.

An exceptional growth path, with more than 100 employees to date; and the company does not intend to stop there

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