

## Case Study: Jumbo Supermarkten

**JUMBO**  
supermarkten ■



Jumbo Supermarkten was established in 1921 and has grown to become the largest privately-owned supermarket chain in the Netherlands with seven strategically located distribution centres serving more than 580 stores across the country.

Jumbo's reputation is built on providing the best service combined with offering the widest range at the lowest cost and its continuing success depends upon absolute reliability in the distribution chain. From its distribution centre at Veghel, Netherlands, a highly efficient logistics hub, some 1.4 million ambient and fresh items are picked and despatched each week – and on-time deliveries are key to the success of the operation.

### **Crown's QuickPick® Remote revolutionises picking efficiency while making operators' work easier.**

The fast-moving consumer goods business is highly competitive and customer expectations are equally high. With the introduction of on-line ordering and Pick-Up (click-and-collect) services, the timing aspect has become ever more vital and depends upon seamless operation in Jumbo's order picking and distribution chain.

Martijn Vogelzang is Jumbo's Project Manager, charged with optimising the Jumbo supply chain. Recognising the vital importance of the order picking process, and its dependence on the human factor, he is constantly looking for ways of improving efficiency whilst reducing operator fatigue.

After seeing Crown's QuickPick® Remote technology at an exhibition, Martijn Vogelzang decided to investigate: "With our reputation reliant on top-notch

service, the widest product range and the lowest cost, we are always looking for ways to improve efficiency and productivity," he said.

"We had trialled full AGVs previously but experienced little improvement and the investment cost was substantial. We felt this semi-automated solution from Crown could suit our application – and so it has proven because the trials were a great success. We experienced an initial productivity increase of 5-7 per cent in the trials but more importantly, our staff reported feeling less fatigue at the end of a shift because they were doing less walking between the racks, the picking cages and the operator platform of the truck."

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## Productivity improved by 7.5 per cent with less stress and strain for the operators

In a typical shift using a standard order picker, operators can expect to step on and off the truck around 1,200 times. QuickPick® Remote dramatically reduces this – by up to 70 per cent – because the operator can position the truck for optimal picking without the need to keep entering and leaving the driving compartment.

“Feedback on the Crown GPC truck has been overwhelmingly positive with operators reporting that it is easy to drive and position in the aisle. Importantly for productivity, around 90 per cent of our operators who used QuickPick® Remote said it required less physical effort. The operators love the fact that the system is easy to learn and operate as well as reducing their fatigue levels.”

Martijn Vogelzang,  
Project Manager,  
Jumbo Supermarkten

Following a successful trial, a fleet of Crown GPC 3000 order pickers, optimised with QuickPick® Remote, was ordered for the Veghel distribution centre. Cees van de Wouw, Dry Goods Warehouse Manager for Jumbo, explained how processes have changed at the site since the introduction of QuickPick® Remote: “The Veghel distribution centre serves 171 Jumbo locations with ambient products which are picked into roll cages ready for delivery to store. Each Crown GPC 3000 can carry four roll cages, and a colour-coded system allows operators to pick for multiple locations at a time. Crown allocated a team of people to oversee the introduction of the new trucks, including a full “train the trainer” programme for our own in-house trainers.

We had to educate our operators to pick in a different way but they quickly learnt the principles of the system and found it meant they had to carry less and make fewer steps during shifts.”

Cees van de Wouw added: “Initially our productivity improvements were 5-7 per cent but, working with Crown, we found that by reviewing the location of some of the goods stored in the racking, we could further improve and optimise the picking process and now we are achieving an 7.5 per cent productivity improvement across the fleet. We’re maintaining this improvement with regular training and careful monitoring of the processes.”



### Less physical effort

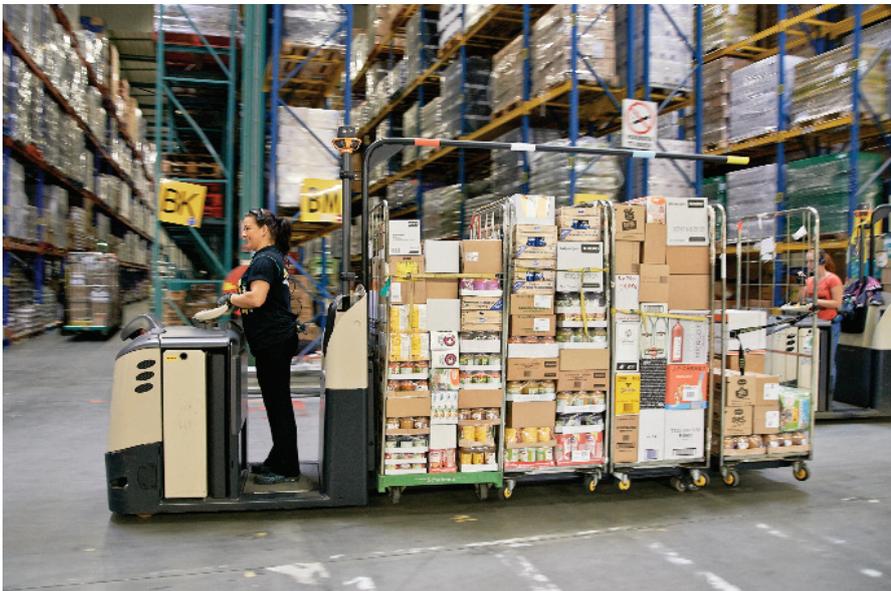
Using Crown QuickPick® Remote reduces walking distances and time needed for stepping on and off the truck.

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## A responsive truck and reduced fatigue – a win-win for the operators

A busy distribution centre often presents a harsh working environment but here the Crown truck has proven credentials. Epitomising Crown’s philosophy of producing robust, strong and reliable machines, the GPC 3000 is built for the most arduous of installations, featuring reinforced, closed-tip forks engineered for continuous use under maximum loading conditions and the use of steel covers instead of plastic to ensure maximum protection for operators as well as motors and electronic componentry.

Crown’s Sales Manager working with Jumbo is Jules de Jong. “Operator acceptance of the QuickPick® Remote has been excellent but equally important has been the way they have embraced the Crown GPC 3000,” he said. “During the trials, the GPC was their first choice, even without QuickPick® Remote being fitted. Particularly well-received features include the responsive electronic steering which requires less input effort than they were used to, the award-winning X10® handle that allows simultaneous operation of all functions with one hand, and the low step into the operator’s compartment.”



### Minimising physical stress - maximising productivity

Each truck carries four roll cages and, using a colour-coded system, operators pick for multiple locations.



### Robust construction

The use of steel covers instead of plastic on the GPC 3000 ensures operator safety, longevity and resistance to damage.

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“Trialling a fleet of Crown GPC 3000 order pickers optimised with QuickPick® Remote resulted in significant productivity improvements and less physical effort for the operators at the Veghel distribution centre, so the decision was fairly straightforward.”

Martijn Vogelzang,  
Project Manager,  
Jumbo Supermarkten

## Doing more by doing less

“Crown has exceeded our expectations with QuickPick® Remote,” Jumbo’s Project Manager, Martijn Vogelzang said. “In our experience, the operators love the fact the system is easy to learn and operate plus it reduces their fatigue levels. The management team are also delighted as we’ve seen significant productivity increases and an increase in staff motivation.

You could say that QuickPick® Remote has enabled our staff to do more by doing less – and so, in addition to the site in Veghel, we have ordered a new Crown fleet for our national distribution centre at Elst.”

Customer service support at the Veghel distribution centre is being provided by the local Crown service team, with engineers on call as

required, as Cees van de Wouw explained: “The trucks have now been operating for around 12 months and reliability and product uptime have proven to be excellent. The QuickPick® Remote technology has also been very reliable.”



### Job satisfaction

“Operators love the fact that the system is easy to learn.”

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