



Efficient overnight order picking at -4 °F

**Panabad strengthens traceability
with high-density storage systems
and Easy WMS.**

Country: **Spain**

Sector: **food & beverage**



CHALLENGES

- Adapt logistics operations to increased production and distribution volumes.
- Reduce warehouse associates' exposure to low temperatures during order picking.
- Manage over 200 SKUs of frozen bread, pastry, and cake products.

SOLUTIONS

- Easy WMS Warehouse Management System.
- Mobile Pallet Racking.
- Push-Back Pallet Racking.
- Selective Pallet Racking.

BENEFITS

- New logistics center operating at -4 °F with greater storage capacity and structured workflows.
- Optimized picking routes that speed up order fulfillment and reduce unnecessary travel.
- Enhanced traceability for a nationwide distribution network serving more than 2,000 clients.

From its production facility in Sabadell (near Barcelona), Panabad manufactures and distributes frozen bread, pastry, and cake products. Its specialties are supplied to businesses in industries such as hospitality, foodservice, catering, and retail distribution. With 20 delivery routes across the Barcelona area, the company provides fast and efficient service to its customers.

» **Founded: 1912**

» **No. of employees: 190**

Frozen food company Panabad has opened a new logistics center in Sant Quirze del Vallès (near Barcelona) to support its future growth. The 26,900 ft² facility incorporates Mecalux's Easy WMS warehouse management system, which oversees more than 200 SKUs of pre-cooked frozen bread products.

"We opened a new logistics center because our business volume has continued to grow," says Julián Martín, General Manager of Panabad. "We currently process over 7,700 tons of flour a year to manufacture products distributed to more than 2,000 clients. This growth pushed us to take the next step: we needed a better-organized logistics setup, more precise traceability control, and more efficient product distribution."



Overnight order picking

Panabad's entire daily operation revolves around order processing. The company handles two types of orders: full-pallet shipments and mixed pallets built from specific SKUs according to each client's needs.

Order picking typically begins at 10:00 p.m. to ensure early morning distribution. Starting at 3:00 a.m., delivery vans arrive at the facility to pick up the bread, pastry, and cake products from the shipping area. Panabad operates its own fleet of 20 vehicles throughout the Barcelona region. Deliveries to other parts of Spain are handled by transportation providers that also operate in the early morning hours.

The warehouse operates at -4 °F, making it essential to minimize the amount of time employees spend inside the facility. "Each associate receives a pick path on their RF terminal designed to eliminate unnecessary travel. By following instructions from Easy WMS, they fill orders faster and reduce their exposure to low temperatures," says Martín.

Mecalux software optimizes picking routes to speed up subzero order fulfillment



"By following instructions from Easy WMS, associates fill orders faster and reduce their exposure to low temperatures."

Julián Martín
General Manager, Panabad

Managing more than 200 SKUs

At Panabad's logistics center, Easy WMS comprehensively monitors the facility's 200-plus SKUs. "We've always maintained product traceability to comply with industry regulations. With Mecalux's digital solution, we've increased accuracy and minimized the possibility of error," says Martín.

Easy WMS records every pallet received at the warehouse and assigns it a location based on product turnover and volume. For example, heavier products are stored in lower rack positions to simplify handling and improve safety when loading and unloading.

A major step forward in logistics management

By commissioning its new logistics center and digitalizing its operations, Panabad has established a more organized operating model to continue meeting market demands. The combination of high-density storage systems and the comprehensive control provided by Easy WMS gives the company a solid foundation for future growth.



Optimized storage space

One of Panabad's goals for its new warehouse was to accommodate the largest possible number of goods. Mecalux installed two high-density solutions with a capacity for more than 3,000 pallets: push-back racking and Movirack mobile racking.

The push-back racks feature slightly inclined lanes that enable accumulative product storage. When a pallet is removed from the front position, the remaining units automatically move forward by gravity, speeding up loading and unloading operations. Martín says: "Storing and retrieving pallets from the push-back racks is simple."

Movirack mobile racking, meanwhile, is a compact system designed to maximize pallet capacity within limited floor space. The racks are mounted on motorized mobile bases that move automatically to open aisles and enable access to products. "It's an intuitive solution that requires very little training. The mobile racking system has introduced a new way of working for us, and we're very satisfied with the results," says Martín.

