250% increase in order picking efficiency

Vitrinor automates the management of eight million cookware items per year and nearly triples its storage capacity.

Country: **Spain**

Sector: **home decor & furniture**



CHALLENGES

- Increase productivity to keep pace with growing demand for cookware.
- Centralize storage while supporting the annual production of eight million items.
- Reduce errors to guarantee high-quality service across more than 50 international markets.

SOLUTIONS

- Pallet Stacker Cranes.
- Easy WMS Warehouse Management System.

BENEFITS

- 250% higher order picking efficiency than the previous warehouse setup.
- Capacity for 14,000 pallets — nearly three times more than before — without expanding the building footprint.
- Service levels approaching 99%.

Vitrinor is a Spanish cookware manufacturer headquartered in Guriezo (Cantabria). The company produces porcelain-enamel steel and non-stick aluminum kitchenware sold across international markets. Committed to innovation and continuous improvement, Vitrinor consistently enhances process efficiency and develops new product ranges to strengthen its position in the industry.

» **Founded: 1995**

» **Employees: 350+**

» **International presence: 50+ countries**

"We manufacture nearly eight million items every year and export around 70% of our production to more than 50 countries. In such a competitive market, logistics is a key differentiator, allowing us to stand out through service." For Xavier Farnier, Logistics, Product, and R&D Director at Vitrinor, this is precisely why the supply chain has become a strategic asset for the company.

To support business growth, Vitrinor needed to address two major priorities: increasing productivity and gaining additional space for finished goods storage. "We outsourced an average of 2,000 pallets because they wouldn't fit in our facility. Thanks to the 72-foot-high AS/RS, we've expanded capacity to 14,000 pallets, nearly tripling the number of storage locations within the same building footprint," says Farnier. The improvement has also delivered direct cost and service benefits. "Having more storage space has allowed us to eliminate much of our external warehousing, lower logistics costs, and manufacture larger product volumes in advance so we can respond more effectively to customer demand."

Centralizing finished goods in the automated storage and retrieval system (AS/RS) and managing them with the Easy WMS warehouse management system has transformed Vitrinor's operations. "During the first four months after implementation, we increased the number of pallets processed from 12,000 to 16,000 — a 33% rise. At the same time, the hours we dedicated to this activity fell by 43%, dropping from 14,000 to 8,000," says Farnier.

The project's impact extends beyond warehousing. Farnier says: "In addition to improving warehouse management, we've freed up space to install a new aluminum production line. This will expand both our manufacturing capacity and product portfolio."

Automation and digitalization drive productivity gains

"By combining the AS/RS with Easy WMS, we've increased order picking efficiency by 250% compared to our previous storage system. In addition, we've dramatically reduced pallet losses and achieved service levels close to 99%," says Fernando Clavero, Finished Goods Warehouse Manager at Vitrinor.

Vitrinor's AS/RS consists of three 525-foot-long aisles equipped with double-deep racking









“Thanks to the new AS/RS, we’ve nearly tripled the number of storage locations while maintaining the same building footprint.”

Xavier Farnier
Director of Logistics,
Product and R&D, Vitrinor



These results stem from a logistics solution designed to accelerate the flow of goods and maximize storage density. The new AS/RS for pallets consists of three 525-foot-long aisles with double-deep racking. The central aisle includes an additional storage level and is equipped with a twin-mast stacker crane capable of reaching greater heights and handling heavier loads. The two outer aisles are served by single-mast stacker cranes tailored to the requirements of each area.

The manufacturing plant and AS/RS, located in separate buildings, are connected by automated guided vehicles (AGVs). These machines transport pallets of finished goods from the production lines to the warehouse through a tunnel.

Once goods arrive, the software coordinates the entire slotting strategy: "Easy WMS automatically assigns pallet locations based on criteria such as turnover, weight, and height. This optimizes space utilization while streamlining both storage and order picking," says Clavero.

For order processing, Vitrinor operates two picking stations outfitted with screens and RF devices connected to the software. Clavero says: "Easy WMS's visual tools are highly intuitive. They allow us to access information, filter SKUs, and manage inventory quickly. Today, we work much faster and with fewer errors than before."

These pick stations operate according to the goods-to-person method via automated pallet conveyors. "Associates no longer need to travel to retrieve products. Pallets arrive automatically at the workstations, improving ergonomics, reducing risk, and speeding up order fulfillment," says Clavero.

The manager of Vitrinor's finished goods warehouse also emphasizes that "the integration between our ERP and Easy WMS is essential to daily operations. Orders are transmitted automatically to the system. Once shipped, all information is sent back to the ERP to update inventory records and generate the required documentation." This bidirectional communication keeps data synchronized and provides complete real-time visibility into operations.

Technology and collaboration supporting growth

"The new automated warehouse and Easy WMS have given us greater control, speed, and efficiency," says Clavero. The transformation has strengthened Vitrinor's competitiveness through more efficient logistics operations, expanded storage capacity, and outstanding service levels.

Beyond the results achieved, the company highlights its collaboration with Mecalux throughout the project. "Our relationship with Mecalux is close and responsive. Having a partner that reacts quickly allows us to meet operational needs efficiently and maintain the service levels our customers expect," says Clavero. Farnier shares the same view: "Mecalux has become a true technology partner. The company supported us during both the software implementation and warehouse automation project, and it continues to work alongside us as we take on new challenges."



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Fernando Clavero
Finished Goods Warehouse Manager, Vitrinor





AGVs automate transport between production and storage, accelerating Vitrinor's intralogistics operations