

CASE STUDY

SAMEDAY, ROU

SORTING

SOLUTIONS

“The biggest benefit is that we are now able to process more parcels at peak times. This has also allowed us to win new customers.”

Lucian Baltaru | Managing Director | Sameday



BÖWE SYSTEC 

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BENEFITS AT A GLANCE

✓ **MODULAR AND SCALABLE SOLUTION**
that can grow flexibly with processing volumes

✓ **RELIABLE SORTING OF ITEMS**
from small letters to parcels weighing up to 31.5 kg

✓ **PRODUCTIVITY INCREASED SIX-FOLD,**
with manning requirements down by 25%

✓ **UNRIVALLED ROI**
thanks to excellent price-performance ratio and lower servicing expenditure



TECHNOLOGY

- » The OptiSorter's special Push-Tray technology ensures the reliable processing of an enormous bandwidth of mailed items
- » The specially shaped trays protect light or round items from falling, which means that all common and also unusual mailed items can be sorted reliably
- » Despite handling up to 18,000 items per hour, the unique Push-Tray technology ensures that the sorting process is gentle and there is a minimal rejection rate
- » BÖWE Sort Software means that the controls are extremely simple and intuitive

» Whether brochures, catalogs or polywrapped products, whether goods or parcels: the great strength of the Push-Tray sorter lies in its broad bandwidth, which allows it to sort all current types and sizes of mailed items. The OptiSorter even takes light or bulky items in its stride.

EXECUTIVE SUMMARY

The parcel service provider Sameday has a track record of success that is matched by few other Romanian companies. It all began in a small hall with a handful of staff; but the firm has grown extremely rapidly and within the space of just six years some 1,000 people now work at Sameday. In order to be able to handle this tremendous growth, the company has just invested in two sorting solutions from BÖWE SYSTEC. The horizontal and vertical versions of the OptiSorter mean that Sameday is able to take parcel volumes even during peak times such as Black Friday or the Christmas season in its stride. The new systems have cut down on additional costs, improved processing and increased productivity and efficiency.



THE CHALLENGE

What is astonishing about Sameday is that up until recently everything had been sorted manually and 40 people had been engaged in dealing with e-commerce deliveries. Therein lay the problem. Manual work is not always reliable. What's more, it costs time and money. This reliance on manual work also meant that the meteoric growth of the company could no longer be sustained. Sameday is now one of Romania's largest logistics companies and its growth has been so rapid that its processes have outgrown what was originally a largely manual operation. What started as a two man company just a few years ago now employs some 1,000 people. Sameday currently sorts around 40,000 items of post every day in Bucharest and it expects the sorting volume to grow by at least 50% over the next year.

OUR SOLUTION

Despite proposals from competitors, Sameday opted for solutions from BÖWE SYSTEC. A number of reasons drove this decision to invest in both the OptiSorter Vertical and Horizontal. First of all, the OptiSorters are not highly complex designs. These sorting solutions stand out through their simplicity and at the same time their high level of availability, resulting in an outstanding price-performance ratio. The lower costs – whether it be servicing costs or costs per sorted item – were also decisive for Sameday. Another important aspect was the question of the company's future development. The aim is to maintain the strong growth of recent years, and this means that the sorting solutions must be structured so that they will be able to handle the volume in three years' time. BÖWE SYSTEC delivers on this front by offering scalable solutions that can grow with the company's requirements. Finally, the broad bandwidth of the horizontal OptiSorter was another point in its favor. Unlike Cross-Belt or Tilt-Tray sorters, it can handle anything from small letters to parcels weighing up to 31.5 kg, and it can do so reliably. Round, bulky or polywrapped items can be sorted without any problem thanks to the special Push-Tray technology that the OptiSorter uses. The upshot is that in five and a half hours the OptiSorters are today able to deal with what previously required an entire shift and a whole team of employees. This means fewer staff, faster sorting and more reliable processing.

CUSTOMER PROFILE

Sameday is a parcel service based in Bucharest, Romania that was founded in 2007 by its Managing Director Lucian Baltaru. The firm has won 'Manager of the Year 2018' and 'Fastest Growing Company' awards. It is currently turning over €40 million and employs around 1,000 staff. eMag, the Romanian Amazon, has acquired a 80% stake in Sameday, with the result that Sameday will distribute all of eMag's deliveries.



Photo credits: @ Sameday

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