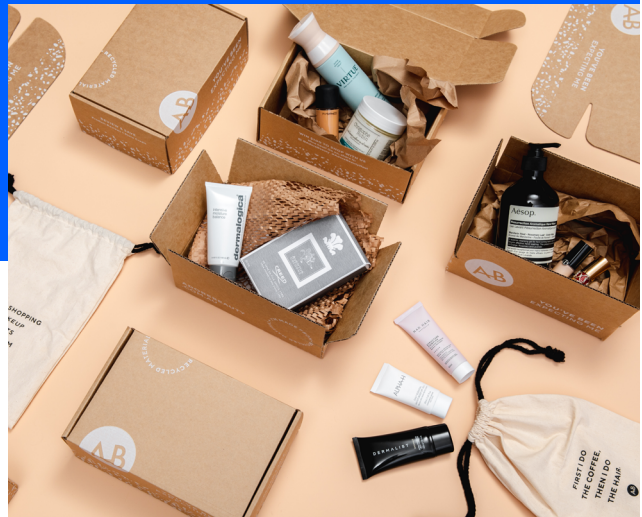


A sustainable beauty solution

Adore Beauty exceeds its sustainability goals and meets ecommerce demands, thanks to Körber's Warehouse Management System



Snapshot

Company	Adore Beauty
Industry	Internet retail and eCommerce
Number of Employees	200
Warehouse Size	4,000 sq meters
Körber Competency	Supply Chain Software
Solution(s)	Warehouse Management System

Complexity

Update Adore Beauty's warehouse system to keep up with its rapid growth, and meet the company's sustainability goals.

Best practice

Reduce the use of cardboard and replace manual operations with a warehouse management system (WMS) that can adapt and grow with the business.

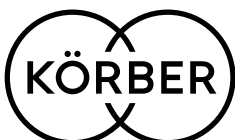
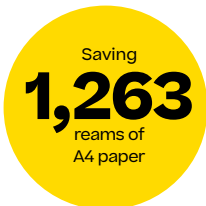
Keeping up with the industry

Twenty years ago, Adore Beauty was the first beauty ecommerce business in Australia. Today, beauty ecommerce generates \$22.54 billion in the US alone, which is 6.17% of the total eCommerce sales¹ with projections for 2021 to generate \$35 billion in the US² and make up 7.48% of industry sales.³ The total global share of online sales, for the beauty and health sector is expected to rise by 23.3% by the end of 2025.⁴

This meant Adore grew significantly, and quickly, in the last twenty years, becoming the #1 pure play cosmetic retailer in Australia.

As the recent global pandemic put even more pressure on ecommerce, Adore quickly realized the company needed a more efficient warehouse management system (WMS) that could keep up with the fast-paced nature of the business.

During this process, Adore were also keen to become more sustainable, and lower their carbon footprint. They wanted a system able to reduce cardboard use, and become more sustainable.



Blending sustainability and technology

When searching for the right solution, Adore had requirements that were non-negotiable. The new system had to be able to handle the high volume of stock-keeping units (SKUs), and reduce the amount of cardboard going to waste. It also needed to be scalable and adaptable as the business grows.

Then, Adore discovered Körber's WMS solution. Its highly customizable nature meant they could tweak it as and when they needed. One such tweak was the use of smaller shipping boxes, [saving of cardboard annually](#).

What made the process even smoother, and more efficient, was our WMS's ability (when paired with Cubiscan technology) to choose the right box size for each order without the need for manual operation. It's a flexible system, able to work alongside other automation solutions, and can therefore select the most sustainable box option for each order, based on the information coming from various pieces of equipment.

An unexpected benefit came in the form of paper invoices and pick slips quickly being replaced by technology. Our system automatically elaborated data coming from radio frequency (RF) scanners, meaning workers picked from the correct SKU via barcode or key entry, completely eliminating the use of paper during the picking process. Because of this, Adore saved a sizeable amount [of A4 paper in one year](#).

“We had in the mix that we wanted to reduce our box size, but we didn't have the functionality to do it. We knew Körber would allow us to do this and ultimately become much more sustainable.”

Sarah Mullen
General Manager at Adore Beauty

1. Marina Pasquali. Beauty and personal care e-commerce in the United States – Statistics and facts, Statista, <https://www.statista.com/topics/2381/beauty-and-personal-care-ecommerce/>, accessed 20/08/2021
2. Anon. Personal care retail e-commerce revenue in the United States from 2017 to 2025 (in million U.S. dollars), Statista
3. Anon. Personal care sales as percentage of total retail e-commerce sales in the United states from 2017 to 2025, Statista
4. Anon., E-commerce to dominate future of health and beauty sector, WARC, <https://www.warc.com/newsandopinion/news/e-commerce-to-dominate-future-of-health-and-beauty-sector/44002>, accessed 13/04/2021

Serving the customer

When choosing their new WMS, what really made a difference for Adore was the excellent support our team provided. We flew to Australia to assist the company throughout the whole implementation process. We worked alongside them to make sure our system was fitted to answer their specific needs.

The team tailored the new system to meet their operational goals and needs. Flexibility meant we could find the right functionality to make their operations more efficient, meet their sustainability goals, and accommodate for future changes.

Looking to the future

As our WMS is agile, flexible and highly customizable, it could easily accompany Adore Beauty for many years to come. The company is forever growing and changing, and our system allows for their annual and half-yearly upgrades to be implemented without halting warehouse operations.

At Körber, our wide range of customers, from small warehouses to third-party logistics providers, means we have the expertise to offer specialized solutions to everyone who needs it. Whether you're upgrading your warehouse to its first automation solution, or integrating complex operations to our WMS – we're here to support you.

Find out more

If you're searching for a warehouse management system able to meet both your business' demands and its sustainability goals, visit our website.

[Read more](#) →

