

Israel's gold standard for productivity

Gold Bond reached their ambitious fulfillment goals with a fully integrated warehouse management system, setting a countrywide benchmark



Snapshot

Company	Gold Bond
Industry	3PL logistics and containers
Number of Employees	200
Warehouse Size	20,000 sq. m (over two floors)
Körber Competency	Supply Chain Software
Solution(s)	Warehouse Management System

Complexity

Achieve fulfillment of at least 10,000 parcels and replenish 20,000 items every day across two shifts, all with maximum accuracy and efficiency.

Best practice

Implement a flexible and adaptable WMS to increase real-time visibility across all operations, optimizing all processes.

Since 1974, The Gold Bond Group Ltd., also known as Conterm, has been Israel's leading storage and logistics provider. Driven by their belief in innovative logistics and flexible, professional and consistent customer service, their vision is to maintain their market position. Their sites total 200,000 sq. m, and include 35,000 sq. m of roofed warehouses for a multitude of different B2C products, from food to pharmaceuticals.

Learning from the best

Gold Bond are full-service logistics providers, which means they service the entire supply chain, from the ports of Israel to the end customer. They also have a very broad client base, from very small individual importers, to very large ecommerce vendors. They have been paying close attention to the successes of their biggest clients, and other ecommerce giants, in order to improve their own services and find solutions to their most common challenges. These are typical of large 3PL providers, and include:

- **Seasonal peaks** which put additional pressure on their services and staff
- Massive **SKU proliferation**, owed to their large variety of customers and offerings
- Fulfilling **same day delivery** throughout Israel

250

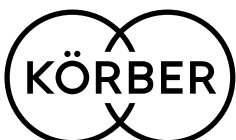
picks per hour per person

500

putaways per hour per person

3500

parcels sorted per hour



In a bid to answer these challenges, Gold Bond sought to partner with a company that could provide strong and reliable technology and innovative solutions. Always at the forefront, they became the first Israeli logistics provider to implement autonomous mobile robots (AMRs) in early 2020, facilitating an extremely efficient goods-to-person (GTP) picking and packing warehouse. Still, more was needed to reach the levels of productivity they aspired to.

A fully integrated system

As a major player in Israel's logistics community, Gold Bond needed to raise the bar by setting a new gold standard. This meant using a system that could adapt and scale to meet the client expectation to deliver, even during unprecedented global events. It was needed to bridge the gap between the client host systems - such as Shopify or WooCommerce - and their own. A fully integrated WMS was decided upon, to provide visibility and transparency across the entire chain.

The Körber WMS, which was implemented in just four months, was able to integrate several pick, putaway, sorting, loading, distribution and auditing interfaces together into one platform. These included:

- Item master
- Capture of hosts inbound orders detail
- Receipt export to real time adjust stock in host ERPs or eCommerce platforms directly.
- Capture of end customer outbound order detail from ERP of eCommerce platforms directly.
- Invoice export to make sure that the end customer is billed for the precise order details.
- Orders status
 - Address phone no. stock validation
 - Staged
 - Sorted
 - Picked up by...
 - Delivered to...
 - Released for picking
 - Picked
 - Packed
 - Shipped
 - In transit by...
 - Cancelled
- Inventory adjustments

From set up to going live with all solutions, including an existing traffic management system and new AMRs –took a total of 7 months. Fully implemented, it provided the visibility and transparency Gold Bond needed to optimize all processes, and in some cases, either partially or fully automate them.

“Körber ensured that all processes were carefully designed, implemented, tested and supported when live. This gave the company the confidence that the services promised to its clients will be provided precisely.”

Yotam Ben Ari
Executive - eGold, Gold Bond

Serving the needs of the global 3PL community

As soon as Körber's WMS was implemented, Gold Bond realized a number of benefits, including:

- Full integration between AMRs and all other warehouse operations
- Real-time stock and information transparency end-to-end
- Stock accuracy above 99.96%
- Throughput goals met (250 picks per hour per employee)

All of this was achieved with almost zero impact on Gold Bond's business during implementation. It has also helped them answer their bigger operational challenges – including fulfilling same day delivery across the whole of Israel, all while managing massive SKU proliferation and divided between different eCommerce clients.

Today, Gold Bond have almost 100 clients. This is a number that continues to grow, with systems and processes ready to handle even more.

Becoming the go-to fulfillment supplier

The WMS has successfully performed day after day, and has proven to be extremely effective at bringing all new and existing solutions together as a part of a wider modernization project.

Gold Bond now has a single point of control for its entire end-to-end system, helping them increase throughput, accuracy and productivity, while reducing downtime and staffing costs. This has helped them maintain their mission: providing their clients with a flexible, professional and consistent service – no matter what their size, scope or sector may be.

Looking for an automated solution to help you realize your business ambitions?

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