

SDI...

GROUP • UK

HMV

Guernsey, Channel Islands

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CONSULTANCY APPROACH
AUTOMATED SOLUTION
ENHANCED OPERATION



Key Highlights

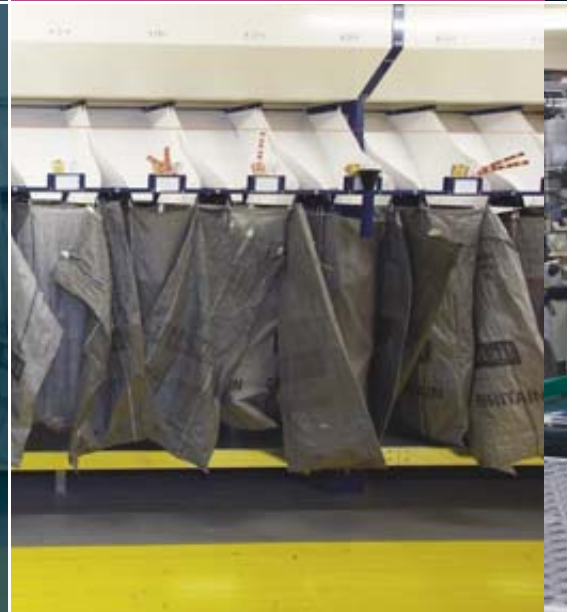
The SDI Solutions for HMV

HMV

CONSULTANCY APPROACH SDI's unique consultancy approach resulted in a solution that is future-proof and meets the precise needs of the customer.

AUTOMATED SOLUTION – a new automated system to pack and sort products at a rate of 6,000 pieces per hour, bringing considerable efficiency gains to the operation.

ENHANCED OPERATION – the solution has increased operational efficiency, performance, visibility and control



THE CHALLENGE

HMV, the leading multi-channel music, DVD and games specialist in the UK and Ireland, required a new packing and sortation system for the company's e-fulfilment distribution centre in Guernsey to automatically dispatch around 40,000 items daily, with additional capacity to handle significant, projected growth in the future.

The automated system needed the functionality to deliver multiple items bagged by postcode for collection by the Guernsey Post Office. Previously, HMV's package and dispatch operation was extremely labour-intensive with products being handled on several occasions during the process. Products were hand-picked, packaged and labelled before being manually handled once again by operatives sorting them by postcode and then placing them into mailbags.

THE SOLUTION

SDI designed and installed a new automated system to pack and sort products at a rate of 6,000 pieces per hour, bringing considerable efficiency gains to the operation.

The brief provided to SDI was to devise a process which eliminated manual product handling. With the new solution, once fed into the packaging system items don't require further handling until the mailbags are sorted at the destination mail depots.

The installation of the new equipment was not achieved without some difficulty as HMV's distribution centre is located down a very narrow lane unsuitable for articulated trucks. SDI arranged for equipment to be offloaded at port onto smaller vehicles for delivery to the site.

According to HMV: "SDI was amazingly flexible in its approach to the project. Their understanding of our business and what we hoped to achieve has enabled them to design a future-proof solution which meets all our requirements."



THE SYSTEM

The solution integrates four packaging machines with sortation equipment comprising a 120-dropstation, double-tray bomb-bay sorter with specially constructed chutes to accommodate Guernsey Post Office mailbags.

Packaged merchandise, such as DVDs and CDs, is fed directly from the automated packing machines, with customer address labels applied to a predetermined position. These items are correctly positioned – using a series of integral directional rollers within the conveyor belts – to present themselves via a singulator to the compartmented induction conveyor. Mounted above the conveyor is an omni-directional scanner to read package barcodes, which contain individual customer order details and the destination postcode.

Order details read by the scanner are uploaded to the HMV host system to indicate that a shipment has been completed and dispatched. The postcode element is linked to a three-digit dropstation number and the scanner instructs the bomb-bay sorter to drop the package at the correct location.

The incorporation of a specially designed diverter allows packages to be sent to an inner or outer circle of sorter trays so the packaged products can be dropped to either position. This process enables operatives to work on the inside or the outside of the sorter, removing full mailbags from the dropstations and replacing them with empty bags as necessary. Full mailbags are placed on either one of two take-away conveyors which carry goods out of the dropstation to be marshaled in rigid stackable cages before being collected by Guernsey Post Office vehicles.





ABOUT HMV

HMV is the UK & Ireland's leading multi-channel music, DVD and games specialist, trading from over 240 stores as well as online store at www.hmv.co.uk and music downloads service at www.hmvdigital.com.

ABOUT SDI GROUP

SDI Group is an innovative provider of systems and solutions to the retail, wholesale, fulfilment and e-commerce industries for all aspects of distribution centre materials handling.

As both consultants and systems integrators, the company provides clients with a total logistics solution package which includes materials handling consulting, as well as design, engineering, fabrication, installation and integration services.



Tel: +44 (0)1788 574666

Web: www.sdigroupuk.com Email: sales@sdigroupuk.com

SDI Group UK, 20 Somers Road, Somers Road Industrial Estate, Rugby, Warwickshire CV22 7DH UK

A member of the SDI Group