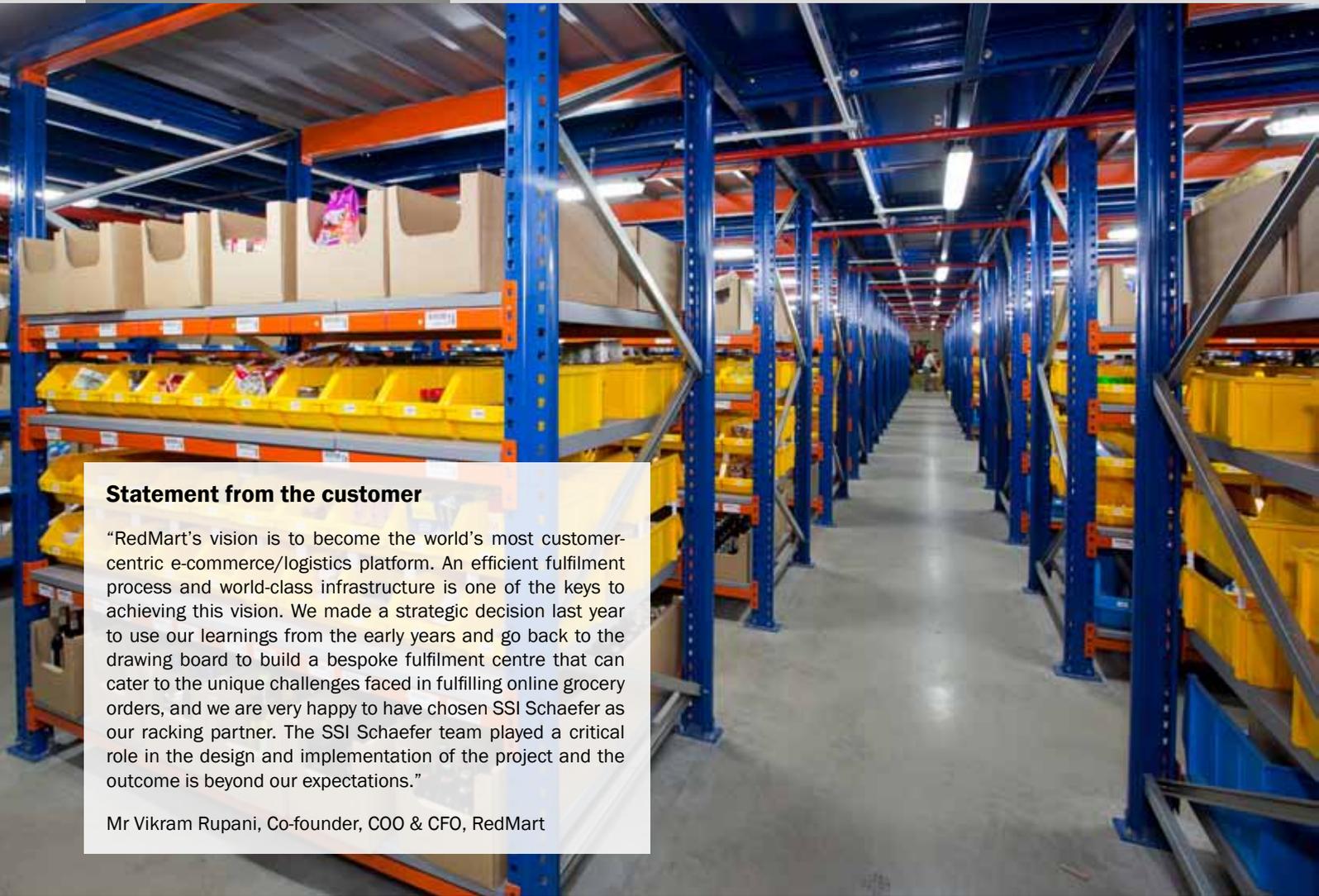


REDMART

RedMart increases capacity by six-fold with new fulfilment centre fitted out by SSI Schaefer



Statement from the customer

“RedMart’s vision is to become the world’s most customer-centric e-commerce/logistics platform. An efficient fulfilment process and world-class infrastructure is one of the keys to achieving this vision. We made a strategic decision last year to use our learnings from the early years and go back to the drawing board to build a bespoke fulfilment centre that can cater to the unique challenges faced in fulfilling online grocery orders, and we are very happy to have chosen SSI Schaefer as our racking partner. The SSI Schaefer team played a critical role in the design and implementation of the project and the outcome is beyond our expectations.”

Mr Vikram Rupani, Co-founder, COO & CFO, RedMart

Project objectives

- ▶ Facilitate expansion
- ▶ Maintain fulfilment accuracy and delivery service levels for customers
- ▶ Improve efficiency
- ▶ Minimise system footprint
- ▶ Lower operating cost

Scope of supply and services

- ▶ Selective Pallet Racking System with total of 1,140 pallet locations
- ▶ Carton Live Storage System with total of 464 beds or levels
- ▶ Long Span Shelving System with total of 1,000 storage levels
- ▶ Free Standing Mezzanine with total of 940m²



RedMart Limited

RedMart, Singapore's leading online grocer, was founded in March 2011 by Roger Egan, Vikram Rupani, and Rajesh Lingappa and is backed by well-respected investors and advisors, including Garena, Toivo Annus (Skype Co-founder), Eduardo Saverin (Facebook Co-founder), Jason Ackerman (CEO of FreshDirect), Visionnaire Ventures, and SoftBank Ventures. RedMart offers over 15,000 products at competitive prices for same-day or next-day delivery throughout Singapore.

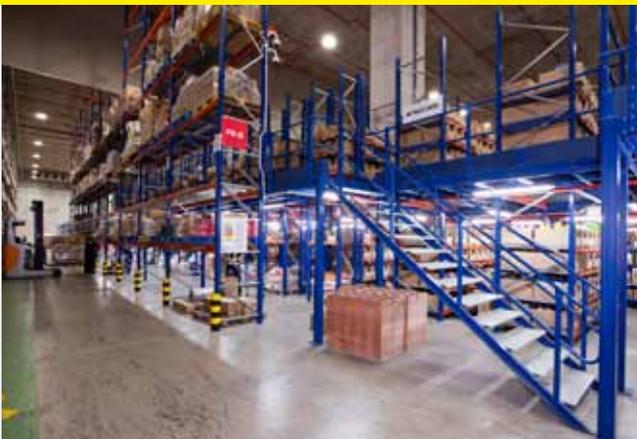
Project

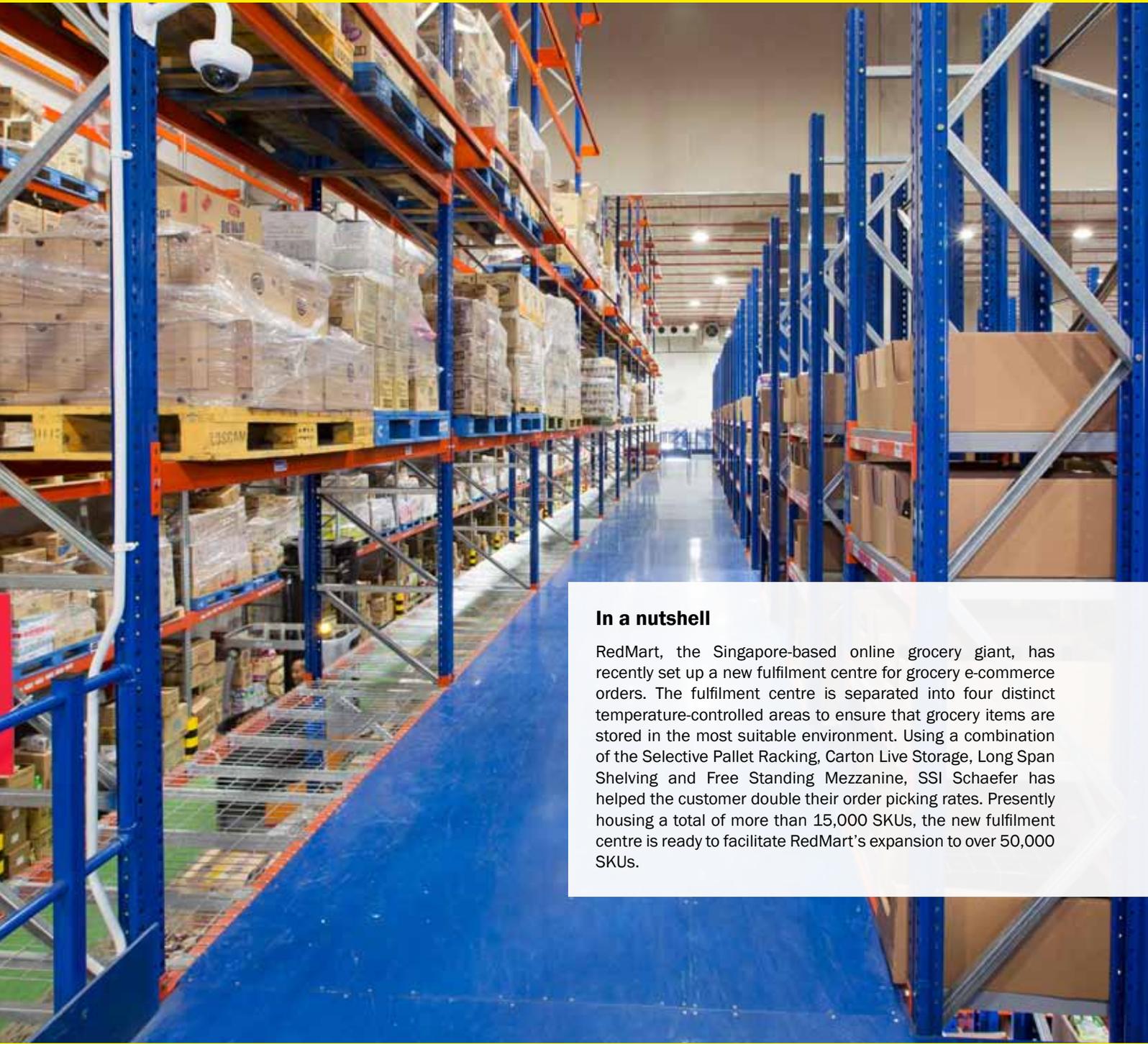
RedMart recently completed a successful move into a brand new 9,300m² fulfilment centre, purpose built for grocery e-commerce orders.

Originally operating in another facility on two separate floors, the racking system became unsuitable for RedMart's usage and the decision was made to move to a new fulfilment centre with purpose-built racking systems.

SSI Schaefer was engaged by RedMart to design a new layout suitable for its rapidly expanding operations. The project was extremely challenging as fulfilment for groceries sold online is very complicated due to the large number of SKUs and items present in a typical order, the time-sensitivity of delivery, and the perishability of fresh items. These challenges are not present in other categories sold online such as books and apparel, and as such, designing a storage and picking layout with the right mix of storage types is mission critical to building a scalable operation.

After extensive studies and detailed design discussions with the RedMart's team, SSI Schaefer proposed to install the Selective Pallet Racking, two-tier Free Standing Mezzanine, Carton Live Storage, and Long Span Shelving. The fulfilment centre was separated into four distinct temperature-controlled areas – a 22°C ambient room, a 7°C cold room, a 2°C cold room, and a -18°C freezer – with each area seamlessly integrated with the others to ensure that productivity remains at the optimal levels as the operation grows. With this layout, RedMart will now have the largest dry and fresh grocery selection in Singapore with over 15,000 SKUs in Phase I, growing to over 50,000 SKUs in Phase II. The design is also more efficient with respect to product slotting, allowing RedMart to achieve the optimal operations flows. The results were immediate, with pick rates doubling within the first week of operations.





In a nutshell

RedMart, the Singapore-based online grocery giant, has recently set up a new fulfilment centre for grocery e-commerce orders. The fulfilment centre is separated into four distinct temperature-controlled areas to ensure that grocery items are stored in the most suitable environment. Using a combination of the Selective Pallet Racking, Carton Live Storage, Long Span Shelving and Free Standing Mezzanine, SSI Schaefer has helped the customer double their order picking rates. Presently housing a total of more than 15,000 SKUs, the new fulfilment centre is ready to facilitate RedMart's expansion to over 50,000 SKUs.