

NORMAL: EFFICIENT LOGISTICS IS ESSENTIAL FOR GROWTH

NORMAL is a fast-growing store chain. It places great demands on warehousing and logistics to keep up with the growth. The chain has therefore implemented technology from the IT company Delfi Technologies, which binds the entire warehouse together.

The first NORMAL store opened in Silkeborg in 2013. Since then, things have gone fast with ambitious plans for the future. When goods need to be distributed to the chain's more than 270 stores in 6 countries, there is therefore also a need for the greatest possible efficiency in the central warehouse.

NORMAL has found the right help at Delfi Technologies. A robust solution that consists of handheld terminals, label printers and barcode scanners ensure that the chain achieves the required reliability in the warehouse. By using barcodes and data capture, the store chain is ensured a smooth handling of the many pallets that are received and sent daily at warehouse.

- The solution from Delfi Technologies helps us to run an efficient warehouse and effectively supports the many processes. In the end, it helps to ensure a stable daily life – and that is exactly what it is all about, says Søren Sivebæk, IT Director at NORMAL.

CONTINUES THE IMPRESSIVE GROWTH

NORMAL has previously won the impressive title as Denmark's fastest-growing company as Gazelle winner of the year among Børsen's growth prices. In 2020, the chain tripled its profit before tax to DKK 190 million. DKK – an increase in sales of 22 percent to a turnover of more than 2.3 billion DKK.

The chain plans to open even more stores, which is why it is so important that the warehouse can keep up. According to Søren Sivebæk, scalability and stability are important criteria when you increase the pace and continue your growth.

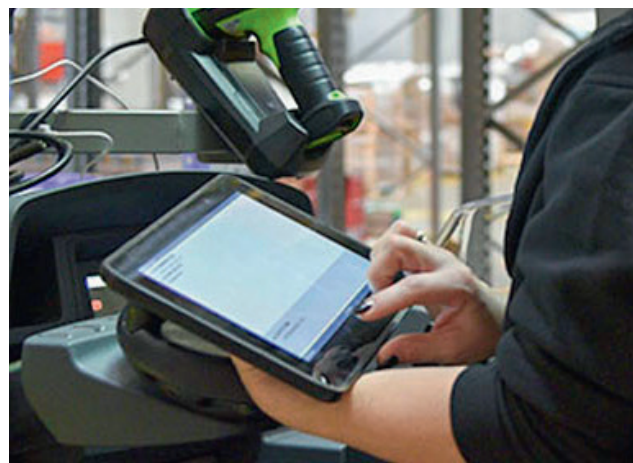
- It is very much about establishing a scalable set-up, so you have the right tools from the start and are geared for an explosive development, he says.

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– Søren Sivebæk
IT Director at NORMAL





LEADING TECHNOLOGY HELPS IN THE WAREHOUSE

In the ambition to ensure a scalable and reliable warehouse, it is important for NORMAL to use market leading technology. Here, barcodes and data capture are a crucial piece.

Through the collaboration with Delfi Technologies, the chain gains access to more than 30 years of experience, as the company has developed and sold barcode solutions since 1988. Today, Delfi Technologies also has a collaboration with the market's leading technology manufacturers.

- When we choose a partner, it is extremely important that they also act as our sparring partner, so we find the best possible solution together, says Søren Sivebæk.

BEHIND THE SOLUTION AT NORMAL

A robust handheld terminal (Zebra MC3300) is the warehouse workers' permanent logistics tool. The mobile computer is used for a wide range of tasks such as goods receipt, inventory counting, and sending packages.

With particularly rugged and industrial barcode scanners (Zebra DS3678), the warehouse workers can also scan barcodes on goods, pallets, and locations from a great distance.

Labels are an important element in creating an overview of inventory management. Here, NORMAL uses

robust label printers (Zebra ZT41X), which deliver a high print speed on demanding tasks with many prints every single day.

At the same time, there is a need to be able to print on the go when employees move around the warehouse. Therefore, mobile label printers (Zebra ZQ630) are also used.

When designing and setting up the different types of labels and tags, NORMAL uses the user-friendly Bar-Tender label software, where you can convert necessary data into labels with the desired information. This is especially important when ensuring a correct product declaration to the various countries.

To create an overview of the various warehouse tasks, such as picking goods, rugged tablets (Zebra ET51) are mounted on the warehouse trucks. From here, the warehouse workers can make the necessary registrations.

ABOUT NORMAL

NORMAL markets itself as a store that sells completely normal goods at fixed low prices. The chain opened its first store in 2013 and today has around 270 stores in 6 countries. The product range is purchased where the goods are cheapest, and thus you avoid expensive intermediaries, which means that you can often save 30-60% compared to the market price.