



**Business Case
BETRANCOURT**

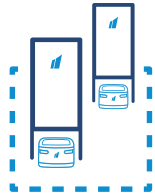


With help from Scallog robotics, Betrancourt is looking out for its employees to boost its efficiency and productivity!

BÉTRANCOURT

MADE FOR WORK

To compete with Europe's biggest names in workwear and personal protective equipment (PPE), Betrancourt – a family-owned small business based in northern France that operates a 12,000-square-meter logistics platform – has opted to **industrialize and automate its entire order preparation process**, from pallet shipping to the customization of professional uniforms and PPE.



12000^m²

With Scallog's Goods-to-Person solution that encompasses 250 mobile shelving units transported by eight Bobby robots, Betrancourt now fulfils **more than 5,000 retail orders and ships out 15,000 parcels every day to employees for its 4,000 customers.**

They include major clients in the manufacturing, transport and energy industries as well as firefighting and law enforcement agencies.

“ Like every French clothing business, as we set our sights on emerging from the pandemic we were faced with the need for efficiency and productivity in our logistics.”

says Betrancourt President Franck Charlet.

“ Scallog's robotics solution has been a critical tool for rethinking our logistics in order to improve quality and speed in our retail order processing and at the same time take better care of our workforce. By reducing the need to walk long distances and carry heavy loads and by eliminating unnecessary movements, we're improving employee well-being and actually boosting our employees' productivity.”





BÉTRANCOURT

Agility and the ability to respond quickly are at the heart of Betrancourt's customized workwear solutions

Ranked among the top 10 in France's workwear industry, Betrancourt designs, manufactures and delivers functional, ergonomic and image-building protective clothing for some of the biggest names in France.

To meet their increasingly specialized needs, Betrancourt relies on three expert brands that combine comfort, technology and durability to meet current standards:



Allmer, which makes watertight apparel for ocean-going professionals and boaters;



Guy Leroy, which produces protective uniforms for firefighters and police officers;



Northmen, makers of workwear and PPE with high technical added value for manufacturers.

Backed by its design office and wide-ranging know-how, Betrancourt offers **unmatched flexibility and resourcefulness to customize its offerings to meet its customers' needs**. In addition, the company maintains an online shop, www.madeforwork.fr, and connects to the extranets operated by its biggest customers to facilitate orders for individuals.

Founded in 1984, the family-owned business operates three production sites in Europe and Tunisia and boasts 110 employees in France and **€35 million in turnover**, selling **more than 1.5 million items of professional clothing each year**.

35 millions
in turnover



Logistics, and storage capacity in particular, is another **important link in Betrancourt's operations**.

At its 12,000-sq.m logistics platform, the company manages all types of logistics operations, from **traditional services** – including pallet storage of clothing sizes 0 to 8 plus accessories, as well as order picking, delivery and parcel tracking – to **the most specialized**, including labelling and advanced, sampling-based quality control. **On average, more than 50,000 palletized items are sent out each week!**

1,5 
million items

To enhance productivity across its entire logistics chain, Betrancourt focused on **industrializing its stock rotation and pallet-based order processing, from picking to packaging**. In 2019 the company was looking to **automate its retail order fulfilment process, which was highly time-, space- and labour-intensive**.



The Goods-to-Person robotics solution for taking care of employees and productivity

Faced with steadily rising volumes, Betrancourt realized in 2019 that it needed to **accelerate its retail order fulfilment rates and make the process more reliable**. The project also aimed to **reduce onerous work for order pickers and help them become more versatile and productive**.

The company settled on Scallog's Goods-to-Person robotics solution as the most appropriate technology for its needs.

Says Franck Charlet,

“In addition to being based in France – ensuring they would be close at hand for support – Scallog stood out for its willingness to construct a Goods-to-Person robotics system that was tailored to our needs as an SME. The Scallog robotics solution can be installed quickly without any special limitations.”

2 Stations 

250 Shelves
Mobiles 

8 Boby
Robots 

As proof, the Scallog solution was up and running in less than six months, by September 2019. It consisted of an automated order picking workstation that includes two order buffer racks with 80 order bins and eight Boby robots that transport 250 mobile shelving units to the operator.





Fewer repetitive tasks coupled with more efficient logistics operations

Scallog's solution offers a host of benefits. Betrancourt significantly **increased the quality of its order fulfilment**, slashing its error rate from 3.5% to less than 0.1%.

< 0,1%
error rate 

Above all, it substantially **boosted its performance in retail order picking, processing 5,000 orders per day** compared to just a few dozen previously!

15000 
order

With that faster operating speed, for example, Betrancourt was able to process 15,000 orders – all highly customized in terms of content and packaging – for one of its customers in just a month and a half. Without the Scallog solution, the job would have taken six months!

Another advantage that Betrancourt considered essential was **cutting back on arduous working conditions** by eliminating unnecessary movements and travel; as a result, the company **has reduced the risk of musculoskeletal disorders and can protect its employees' health and working conditions.**



Pleased with the initial results, Betrancourt decided to **expand its automated Scallog installation in the second half of 2021 with a new picking workstation, three more Bobby robots and 70 additional mobile shelving units.**

The company also has plans to integrate all of the accessories it produces into its Scallog robot-supported operations, so as to enhance efficiency and productivity in its retail order fulfilment process still further.

Says Franck Charlet,

“Logistics and order picking in particular are really the crux of B2B apparel sales. To guarantee quality order fulfilment within the shortest possible timeframe, we intend to make the most of Scallog's Goods-to-Person solution to retain our current client base and attract new customers, both in France and across Europe. **”**





**THINK BIG, START SMALL,
SCALE FAST !**

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SCALABLE LOGISTICS

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