



Replacement of a Pick-by-Light system at HEEL

New logistics concepts in demand

The growing business volume and the related increase in production of the last years required new concepts for logistics in order to increase the merchandise turnover of the order-picking warehouse by 100 percent – and that on the same floor space and with about the same number of employees.

In the course of modernisation, Mr. Eichler, Logistics Manager at Biologische Heilmittel Heel, the largest manufacturer of homeopathic medications in the world, decided not only in favour of a modified layout of the picking zones but also for a new software system for warehouse logistics and material flow.

The former picking technology had to be modernized anyway and about a thousand display modules had to be replaced.

Optimised procedures thanks to new organization

As opposed to before, the approximately 400 picking orders including about 4,000 individual items per day are now processed in a rotational procedure:

In the five newly introduced order picking zones, the items are picked from euro-pallets, individual packages in angular roller shelves, or from

paternoster systems, depending on the quantities.

At the beginning of the journey through the order picking zones, a barcode is assigned to each cardboard box, which is then placed on the roller conveyor.

In the order picking zone, the operator scans the barcode on the box and the eye-catching lamps with the quantity displays light up.

After the positions have been successfully picked and confirmed, the container is moved onto the materials handling equipment and automatically conveyed to the next required order picking zone or the packing department.

Aims achieved:

- Order picking performance doubled in spite of constant floor space and employment of staff.
- Replacement of the existing system during operation without restriction of order picking.
- Execution of the validation required for the pharmaceutical industry.
- Thanks to the outstanding ergonomics and simplicity, employees can work according to the rotation principle.

■ The benefits at a glance

- Significant increase in productivity
- Optimized processes
- Efficient deployment of employees according to the rotation principle



"The quality of the modules, the display concept as well as the control options with PickTerm Flexible convinced us."

*Günter Eichler,
Logistic Manager
at Heel.*

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