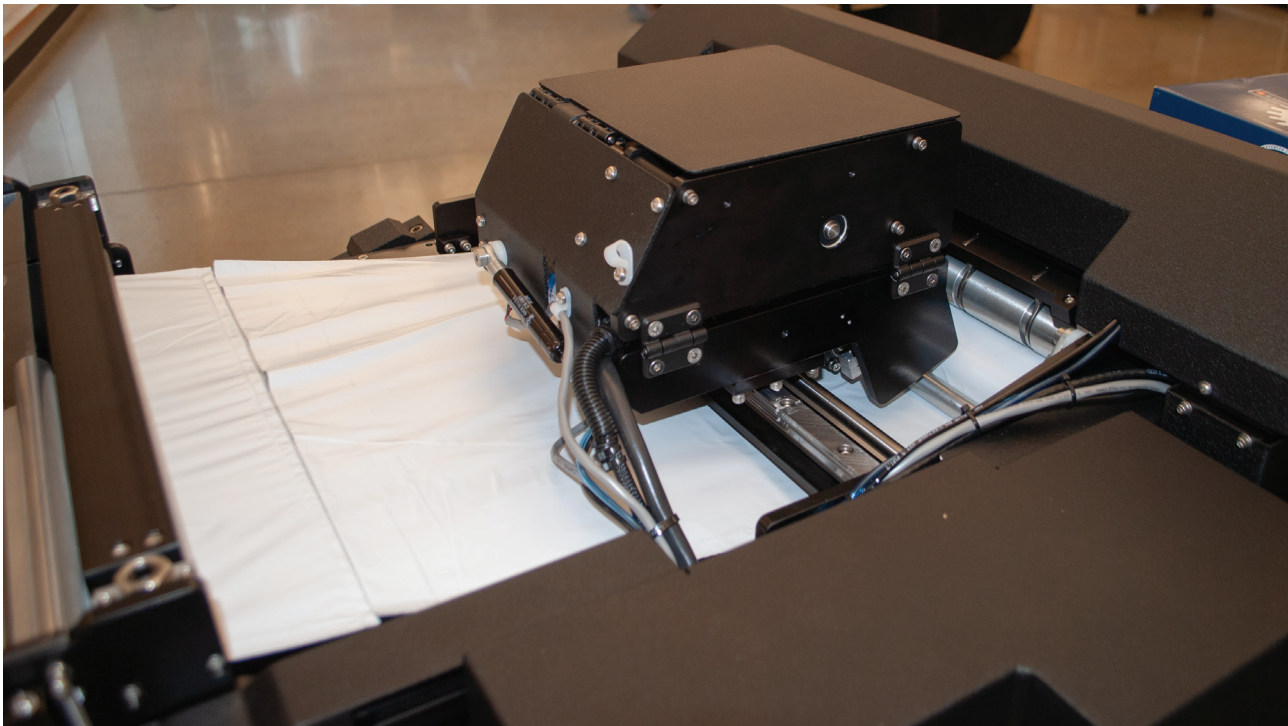


Case Study

Belk Department Store Cut Packaging Costs for their E-commerce Business

By integrating the Sharp MAX-PRO 18 bagging machine into their packaging process



Sharp's MAX-PRO 18 is 2x faster than Belk's old machine and helped them cut fulfillment costs by 53¢ per order. That savings adds up—an average throughput of 8 orders per minute means total savings of over \$250 per hour.

Background

In addition to its online store, Belk has nearly 300 locations in sixteen states. They sell top clothing brands, plus shoes, accessories, cosmetics, home goods, and more. As the ecommerce side of their business expanded, they looked for ways to speed up their packaging process and reduce costs. They determined that new, modern packaging machines were necessary to meet their online push. Since 2017, the company has invested \$30 million in e-commerce, point-of-sale, and mobile technologies.

The Challenge

Keeping up with order fulfillment was difficult and costly with Belk's existing, older auto bagging machines. As their e-commerce business grew, the department store needed to find a way to decrease their fulfillment costs while meeting increased demand.

The Solution

To meet the rapidly expanding demand for ecommerce and to keep costs low, Belk decided to replace their old packaging system with a new Sharp MAX-PRO 18 automated bagging machine. They needed a system that could handle 13"x17" and 17"x24" bags for apparel, comforters, sheets, and other soft accessories and home goods. It was also important for the packaging machine to incorporate within their existing processes, including operating with a conveyor system.

"Our company saw Sharp's bagging machines at a tradeshow, and they caught our eye because of their speed and simplicity," explains Tom Seow, senior industrial engineering manager at Belk. "Our current machine was slow and could not keep up with growing fulfillment demands cost effectively. Sharp machines are quick and can handle a wide range of our products. After an ROI analysis, we determined that it would be much more cost effective to work with Sharp's system."

**Potential
cost savings**



53¢
per order



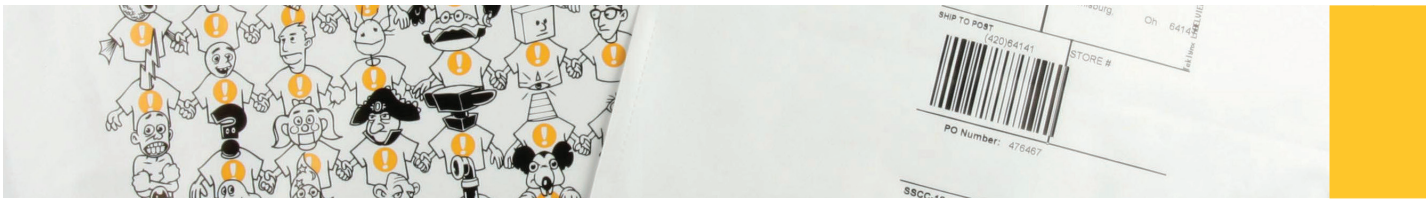
\$254
per hour



\$2,035
per shift

"Sharp cuts our costs by 53¢ per order."





Outcome

After incorporating the MAX-PRO 18 into their processes, Belk could package a larger number of products per day to keep up with order demand. By using Sharp poly bags instead of boxes, they cut down on their dimensional weight shipping costs which, combined with the greater speed of their operation, reduced their overall costs by 53¢ per order.

“We have been very happy with Sharp’s packaging systems, and their team is great to work with,” adds Seow. “Their team came out to our fulfillment center and integrated the new machines into our existing packaging process and set them up to work seamlessly with our conveyor system. They also come out regularly to our facility to make sure everything is running smoothly and that we have enough of their bags to meet our needs. Sharp machines are 2x faster than our old machines and allow us to process 3,000 to 5,000 bags per day, which results in higher throughput and cuts our costs by 53¢ per order.”

Act now!
Contact us for a free packaging analysis.



Customer Experience



Custom Engineering



Automation and
Collaboration



Labor/Productivity