PRESS RELEASE

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Bleckmann continues to pioneer in the field of automation with its 'robot arm'

Bleckmann, a specialist in supply chain management for fashion and lifestyle brands, has launched a pilot project featuring a genuine 'robot arm' at its site in Bergen op Zoom. The robotized setup, known as 'Carrousel AI', is the result of a collaboration with AutoStore and Berkshire Grey. The pilot will run for the next three years.

Advanced AI technology

Carrousel AI was installed in mid-June. Since then, the robotic arm has been used in the picking process at AutoStore. Over the past few months, the process has been extensively tested and verified and is now running smoothly and reliably. Thanks to advanced AI technology, the robot is constantly learning from its own experiences. The system uses real-time sensor and visual data to carry out actions, record results and adapt its working methods accordingly. As a result, it constantly refines its performance, adapts independently to new SKUs and stock changes, and processes run with increasing accuracy and efficiency, with a very minimal human intervention.

With advanced suction and vacuum technology, combined with suction cups of various sizes, Carrousel AI can handle a wide range of products without any loss of efficiency, even when dealing with awkward or bulky items. Based on its memory and machine learning technology, the system independently determines which suction cup is most suitable for each product and changes it on-the-fly. Furthermore, it adapts in real time to new SKUs, different weights, textures and packaging types, thereby continuously optimising performance.

In the first few days after the robotic arm went live, it picked up to 350 units per hour what exceeded the expectations for the start-up. Just like an AutoStore, the robotic arm forms part of an integrated solution that requires minimal human intervention. Automation boosts productivity and can operate 24 hours a day, without breaks. It also reduces the risk of errors by minimising manual handling.

Automation as part of strategy

"At Bleckmann, we embrace innovation and invest in it to provide future-proof supply chain solutions. And, of course, we innovate to keep pace with our customers' changing needs. Carrousel AI is again a key milestone in our automation and growth strategy," says Kevin Paindeville, Director Warehouse Solutions and Innovation at Bleckmann.

Bleckmann has ambitious growth plans. Automation, for instance, forms a key pillar of the 3PL's logistics strategy for fashion and lifestyle brands. The company is focusing on automated warehousing, robotics and advanced software to increase processing speed, capacity and efficiency, and to better cope with peaks in order volume.
By automating the labour-intensive picking process, Bleckmann's customers can benefit from later cut-off times for next-day delivery, alongside a range of other advantages.

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About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve clients around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its clients worldwide. Around 7000 team members are ready to support Bleckmann's clients and fulfil their promises every day. With sales of around 730 million euros (revenue 2025), Bleckmann has the scale and flexibility to provide world-class solutions for its clients. For more information, visit www.bleckmann.com.

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