

# NOTINO

## CUSTOMER STORY

#cosmetics

#ecommerce

#jivaro

#packing

Founded in the Czech Republic in 2004, Notino has become an influential leader in cosmetics and e-commerce. Present in 28 European countries, it offers its products online and in 26 physical stores. With a portfolio of over 66,000 products from 1,400 brands, Notino has won over 20 million customers.

## TARGETS

- 01 Improving the unboxing experience for customers
- 02 Securing and protecting fragile products
- 03 Reducing cardboard volume and the use of cushioning materials

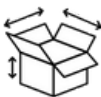
## WHY SAVOYE ?

- After thorough market analysis, SAVOYE's solutions proved to be the most relevant
- Local representation of SAVOYE by ATES in Slovakia and the Czech Republic

## RESULTS



**INCREASE IN CUSTOMER SATISFACTION**



**REDUCTION IN CARDBOARD CONSUMPTION**



**FAST AND RELIABLE PACKAGING PROCESS**



**Tomáš HOFER**

Director of Logistics at Notino

Following the implementation of SAVOYE packaging solutions, we conducted a satisfaction survey among our customers. They praised the absence of excess cushioning material. This feedback is a clear signal that we are on the right track.

Operating in 28 European countries, Notino offers perfumes, cosmetics, and body care products. Its warehouses in the Czech Republic (Rajhrad), Poland, Italy, and Romania serve its customers and stores. Notino has sought to automate its packaging to enhance the customer experience.



After an in-depth benchmarking process, Notino chose the SAVOYE solution, represented by Ates in the Czech Republic and Slovakia. "By visiting various companies, I have become an expert in packaging automation," says Tomáš Hofer, Logistics Director of Notino.

The PAC 600 line comprises several SAVOYE machines. The F12 erector forms the cartons while inserting a plastic film. After manual insertion of products and documents, the boxes pass through a shrink tunnel where the film is sealed. The JIVARO machine then measures the packages, cuts the cardboard, folds the flaps to minimize size, before sealing them with a hood.

"The machines in Rajhrad produce boxes of 90 or 180 mm in height," explains Radomír Ondruš, general manager of Ates. One month after the launch in the Czech Republic, a customer satisfaction survey showed very positive feedback, especially regarding the absence of cushioning materials.

Notino plans to install ten additional automatic lines in Europe, with two additional lines for the logistics centers in Poland and Bucharest. "In Italy, 60% of orders are packed automatically, and in Rajhrad, about 40%, which is approximately 17,000 orders per day," Hofer specifies.

Notino's rapid growth necessitates increased maintenance. In case of breakdown, Ates technicians intervene promptly, often via augmented reality or digital twins. "Service and repair are essential, and we have spare parts to continue serving our customers best," concludes Hofer.

OPERATING IN 28  
EUROPEAN COUNTRIES,  
NOTINO IS DEDICATED TO  
ENHANCING THE  
EXPERIENCE AND  
SATISFACTION OF ITS  
CUSTOMERS.