

Global distribution of kitchen utensils and tableware

BRA Isogona, Spain's number-one kitchenware manufacturer, coordinates its expanding international logistics operations with Mecalux's Easy WMS.

Country: **Spain** | Sector: **decoration & household**

BRA Isogona is a leading manufacturer and marketer of kitchen and tableware made from 18/10 stainless steel and aluminium. Its passion for gastronomy has helped this Valls-based business become Spain's top-selling kitchenware company. With over half a century of experience, it continues to refine its products while driving innovation and sustainability.

- » International presence: **45+ countries**
- » Brands: **BRA, Monix, Pinti**
- » Founded: **1964**



BRA® 

CHALLENGES

- Ensure efficient logistics operations during a phase of continuous growth for the company.
- Meet each client's specific requirements.

SOLUTIONS

- Easy WMS warehouse management system.
- Pallet racking.

BENEFITS

- Traceability of 5,000 SKUs, over half of which have a high turnover.
- Streamlined receipt of 210 pallets and optimised picking to fulfil 120 orders a day.



Millions of frying pans, pots, grill pans, saucepans and utensils — including cutlery — from BRA Isogona and its brands BRA, Monix and Pinti reach families and restaurant customers across the globe. Headquartered in Valls (Spain), the company is a leader in manufacturing and marketing these products. For over a decade, it has coordinated their distribution using Mecalux's Easy WMS warehouse management system.

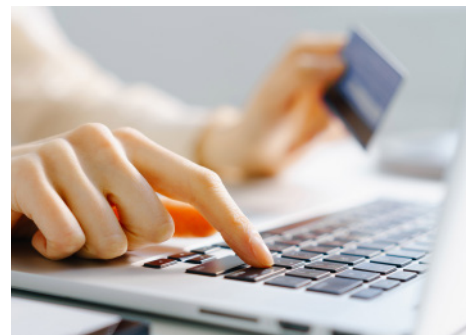
"We continue to grow year on year and need a program that helps us meet our clients' high expectations," says Josep Anton Requena, Logistics Manager at BRA Isogona. The company's facility houses 25,000 pallets of kitchenware, tableware, coffee makers, tea sets and other accessories. These are exported to more than 45 countries, with strong distribution in Europe, Latin America, the US, Egypt and Morocco. "Easy WMS provides us with reliable inventory control and location

tracking, which is why we trust this software for order fulfilment," says Requena.

Easy WMS manages all operations across BRA Isogona's six storage areas. "We have three spaces dedicated to each of our brands — BRA, Monix and Pinti — while the other three serve as logistics buffers," says Requena. The process begins with the daily receipt of 210 pallets, which a team of 40 warehouse operators distributes in the Mecalux pallet racking. This solution is ideal for BRA Isogona, as it provides direct access to goods. The two lower levels are used for order picking, while the upper locations are reserved for product storage.

Optimised pick paths

As the WMS receives orders of varying sizes, it groups them. This enables BRA Isogona's warehouse pickers to fill multiple orders simultaneously, reducing travel time. Thanks to



this Easy WMS capability, the company fulfils an average of 120 orders per day from a catalogue totalling 5,000 SKUs. As the business operates with an omnichannel sales strategy, orders are shipped to major retailers or a 3PL provider that handles online store purchases.

BRA Isogona's commitment to innovation drives high product turnover. "Of the 5,000 SKUs, 2,000 to 3,000 are in high demand, especially during peak season," says Requena. Easy WMS organises goods by brand and demand, positioning top-selling items closer to the order picking area to further optimise operator routes.

Personalised service

One of BRA Isogona's priorities is to adapt to the specific requirements of the businesses that sell its kitchenware and utensils. To achieve this, the company uses the Easy WMS sub-module Client-Specific Rules. This software provides operators with detailed instructions on each recipient's needs, such as pallet height requirements and the maximum number of batches per delivery. BRA Isogona also relies on Mecalux's Slotting for WMS module, which suggests rearranging storage locations based on product turnover and characteristics.

For BRA Isogona, excellence is about more than just functionality — it also stems from innovation, design and advanced technology.



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Logistics Manager, BRA Isogona

gy. The company is confident that Mecalux solutions will continue to support its growth. "It's essential to be equipped with a reliable software system, and Easy WMS gives us the levels of inventory control and agility we need," says Requena.

