

Order fulfilment comes into play

Educational toy and storybook company Bright Junior Media boosts its warehouse productivity with Mecalux's Easy WMS.

Country: **Poland** | Sector: **leisure & entertainment**



**Bright
Junior
Media**

CHALLENGES

- **Expand storage capacity** to address growing toy sales.
- **Optimise order fulfilment** and stock replenishment.

SOLUTIONS

- **Easy WMS warehouse management system.**
- **Pallet racking.**

BENEFITS

- Strategic organisation of **200 SKUs**, including educational toys, puzzles and storybooks.
- Fulfilment of **1,500 orders per month** shipped to toy shops across Poland.

Bright Junior Media designs and markets innovative products for little ones and, recently, for adults. Its educational toys, puzzles and storybooks have received recognition from parents, educators and child psychologists. Designed and manufactured in Poland, the products foster the holistic development of infants from their first weeks of life, enabling them to discover the world in an exciting way.

» **Founded: 2009**

» **Headquarters: Kraków (Poland)**

» **Brands: CzuCzu, Puzzlove CzuCzu and Banana Panda**



“At Bright Junior Media, we’re dedicated to stimulating children’s curiosity through carefully selected toys and storybooks designed to enhance the development of motor skills, perception, creativity and logical thinking. Our philosophy centres on continuous improvement, a principle we also apply to our

supply chain,” says Adam Szumny, representative of Bright Junior Media.

The educational game company has opened a distribution centre (DC) in Liszki (Poland) supervised by Mecalux’s Easy WMS warehouse management system. This logistics facility distributes the business’s products to clients throughout the country. Bright Junior Media relocated to the new DC with a twofold objective: to expand its storage capacity and leverage the opportunity to streamline all its logistics operations. “Our former warehouse became too small, hampering our growth prospects. We used to organise our supply chain with an ERP system, but it wasn’t powerful enough to meet the increasing demand,” says Szumny.

With Easy WMS, the company is equipped with a more sophisticated digital software program specifically designed to optimise its DC’s logistics processes. The solution is capable of boosting the productivity of all operations, particularly picking. “We’ve optimised order fulfilment to ensure each shipment is accurate and efficient,” says Szumny.

Toy picking under control

Order processing is one of Bright Junior Media’s most demanding warehouse operations. All activity revolves around picking. The company fills and ships approximately 1,500 orders a month to toy shops across Poland. Bright Junior Media’s warehouse team is organised around two basic tasks: restocking locations with the necessary merchandise and picking the items ordered by customers. Replenishment is essential for fulfilling orders. Every day, the company receives an average of 20 pallets sent by suppliers, mostly children’s publishers. Following instructions from Easy WMS, operators place each item in the ideal location according to its SKU and demand level.

“Distributing the toys properly helps us fulfil orders faster,” say company operators. With

all items identified from their arrival at the DC to their distribution, Bright Junior Media monitors the status of its 200 SKUs in real time. The logistics facility is divided into different areas based on product type. For example, one section is allocated to puzzles, another to storybooks, and a third is reserved for games. In each of these zones, operators retrieve goods from their locations and place them into boxes, which are then packed and sent to clients.

Logistics at play

Implementing technology has facilitated operational excellence in Bright Junior Media’s supply chain. With Easy WMS, the company has expanded its storage capacity and streamlined order fulfilment. Unlike the merchandise it markets, Bright Junior Media knows logistics is no game. Integrating Easy WMS with the Enova ERP system has coordinated warehouse processes with client demands. Now, the business can fulfil and distribute more orders in less time. Thus, Bright Junior Media is a testament to the fact that the supply chain is a differentiating factor in customer satisfaction and business growth.



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Adam Szumny
Representative, Bright Junior Media

