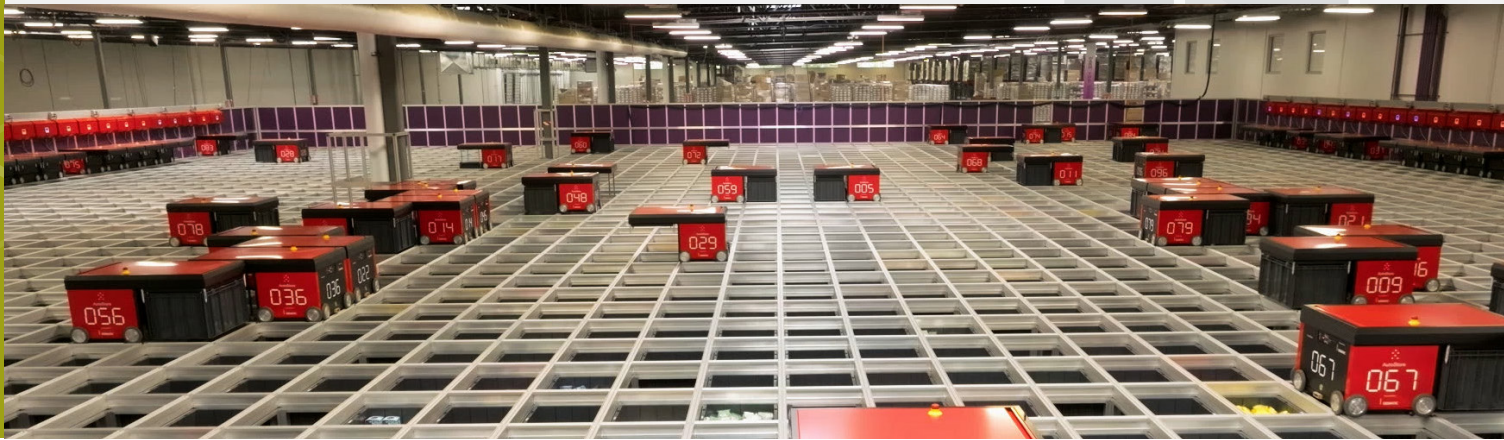


CASE STUDY

Scentsy Transformed Operations with Dematic



- ▷ **Scentsy, a global fragrance brand known for seasonal collections and frequent product launches, needed to scale fulfillment to meet growing demand. Dematic delivered an automated solution with AutoStore™, intelligent software, and batch picking to boost speed and efficiency. The result: 6x faster order fulfillment, 50% more picking capacity, and a future-ready system built to grow with demand.**

THE CHALLENGE: MANUAL FULFILLMENT MEETS E-COMMERCE DEMAND

Scentsy's 160,000-square-foot order fulfillment center in Meridian, Idaho, was originally designed for manual operations. As e-commerce demand accelerated and product complexity increased, the team recognized the need for a more scalable, automated solution to maintain speed, accuracy, and customer satisfaction.

Key Challenges Included:

- Manual picking throughput capped at 300 units/hour
- Seasonal demand spikes caused bottlenecks and delayed shipments
- SKU proliferation strained available storage space
- Lack of real-time visibility delayed inventory accuracy and decision-making
- Existing infrastructure offered limited scalability

Scentsy needed a solution that could deliver speed, accuracy, and agility, without increasing labor costs or disrupting operations.

THE SOLUTION: AUTOMATION THAT SCALES AND ADAPTS

After considering various solutions, Dematic stood above other providers with its consultative approach, beginning with a detailed assessment of Scentsy's constraints — low clear height, underutilized vertical space, and the need to scale capacity during peak seasons.

Through close collaboration, Dematic and Scentsy aligned on a high-performance, modular fulfillment system tailored to the operation's physical layout, product characteristics, and business goals. The result was a solution that combined dense automated storage, intelligent software orchestration, and streamlined picking, all integrated into a flexible architecture built for long-term scalability.

FEATURES

- **AutoStore Empowered by Dematic**
- **Pick-to-Cart System**
- **Dematic Software**
- **Lifecycle Solutions and Services**



How it Works:

AutoStore Empowered by Dematic

An AutoStore system handles inventory control. AutoStore is an advanced automated storage and retrieval system (AS/RS) designed for high-density, high-throughput warehouse operations. Its modular grid structure — combined with fast-moving robots — maximizes space, accelerates inventory retrieval, and adapts to changing needs. The Scentsy operation features 20,800 bins managed by 100 R5 robots, which retrieve and deliver products to 16 carousel ports and two conveyor ports for picking and replenishment. The system's scalable grid design supports future expansion, while its low-power operation aligns with Scentsy's energy efficiency goals.

This setup allows Scentsy to store more SKUs in less space, improve inventory accuracy, and accelerate access to products.

Pick-to-Cart System

To streamline high-volume e-commerce fulfillment, a pick-to-cart system supports all batch picking for the operation. AutoStore robots deliver totes to carousel ports, where operators scan items and follow digital instructions to place them in the correct order bin. Each cart holds multiple containers, enabling batch picking of 10 to 40 orders in a single pass.

Dematic Software groups similar orders into waves and guides optimized pick paths. Operators now pick to 18 active orders at once, significantly increasing speed and accuracy compared to the previous manual process.

Dematic Software

Dematic Software serves as the orchestration layer, managing inventory movement, task allocation, and order batching in real time. It integrates with Scentsy's existing WMS and ERP systems to provide full visibility and control across fulfillment operations.



“Dematic’s been a great partner, not just through the implementation launch, but also post launch into ongoing support.”

Paul Klassen
Chief Operating Officer, Scentsy

The software intelligently prioritizes tasks and resources, while operational dashboards give Scentsy’s team the insights needed to monitor performance and make informed decisions.

Dematic Lifecycle Solutions and Services

Dematic support continues beyond implementation. Scentsy benefits from comprehensive lifecycle support that includes software updates, system modernizations, and ongoing optimization.

Support offerings include 24/7 remote assistance and optional field service with fixed pricing. Flexible service ensures fast response times and follow-up support to keep operations running smoothly.

TECHNICAL SUMMARY

AutoStore System

- 20,800 storage bins
- 100 R5 robots
- 16 carousel ports
- 2 conveyor ports

Dematic Software

- Real-time inventory visibility
- Task orchestration and order batching
- Integration with Scentsy’s existing systems

Pick-to-Cart System

- Batch picking optimization
- E-commerce order acceleration
- Manual handling reduction



RESULT

In just 18 months, Scentsy transitioned from manual picking to an automated system. The impact was immediate and measurable.

- Picking capacity increased by nearly 50%.
- Order fulfillment became six times faster.
- There was no reduction in headcount as employees transitioned into new, higher value-added roles.
- Digital order access eliminated paper tickets.
- AutoStore's low-power design provided improved energy efficiency.

Scentsy now delivers faster, more accurate orders with a fulfillment model that delivers agility and long-term growth. The modular design supports future expansion and predictive analytics for continuous improvement.



About Scentsy

In 2004, Scentsy Executive Co-Chairs Heidi and Orville Thompson took a simple, safe concept and turned it into an award-winning international fragrance company, providing a family-friendly business opportunity to hundreds of thousands of Independent Scentsy Consultants around the world who share their Scentsy-product passion via home and virtual selling. Scentsy operates in 15 countries and loves to connect individuals to their memories – and each other – through richly scented wickless candles, wax warmers, diffusers, oils, home, and body products. As a community of contributors with a deep commitment to contributing more than we take, Scentsy has donated over \$19 million to global and local nonprofit organizations focusing on children, families, and communities.

CUSTOMER BENEFITS

- **6x faster order fulfillment for quicker delivery and improved customer satisfaction**
- **50% increase in picking capacity to handle higher order volumes efficiently**
- **High-density storage with AutoStore allows more SKUs in less space**
- **Modular system design supports future scalability and peak season flexibility**
- **Batch picking optimization enables processing of 10–40 orders in a single pass**
- **Real-time inventory visibility improves accuracy and decision-making**
- **Digital workflows eliminate paper tickets and reduce manual errors**
- **Energy-efficient operations with AutoStore's low-power design**
- **Seamless software integration with existing WMS and ERP systems**
- **Intelligent task orchestration boosts operational efficiency**
- **24/7 remote support and optional field service ensure uptime and reliability**
- **Ongoing system optimization through lifecycle services and updates**

LET'S TALK STRATEGY

Dematic builds intelligent, scalable solutions that evolve with your business. Whether you're facing seasonal surges, SKU complexity, or the need for real-time visibility, we're ready to help you turn fulfillment into a strategic advantage.

Power the Future of Commerce



► If you are interested in learning more about this topic and how we can help, please contact us.

 [Dematic.com](https://www.dematic.com)