

MUSIC STORE

EVERYTHING A MUSICIAN NEEDS



Packaging with music in the air

Music Store was founded over 40 years ago as a store that sold pianos and guitars. Nowadays they have transformed into an online leader that sells everything that a musician needs, from a huge set of drums, to guitars as well as sheet music and plectrums.

Music Store sells their products European-wide and is one of the biggest online German instruments and accessory seller.

They sell the majority of their products via a hugely successful online-shop, from telesales as well as from their flagshipstore in Köln that also acts as the main warehouse hub for Europe.

Selling so many different sized products to the consumers, has its own set of logistical challenges. Especially during the peak seasons (Christmas, Valentines day, Musical Fair days) the pressure to ship all those products safely and timely is immense.

“Paper packaging allows us to ship all the boxes we need. The speed is just incredible”

Angelo De Meo, Logistics Manager

MusicStore

Application and customer challenges

Prior to using Ranpak, airbags systems were being used. Whilst they did the job when it comes to plainly filling empty spaces in the box, they turned out to be a bottleneck when it came to speed and properly protecting the products in the box.

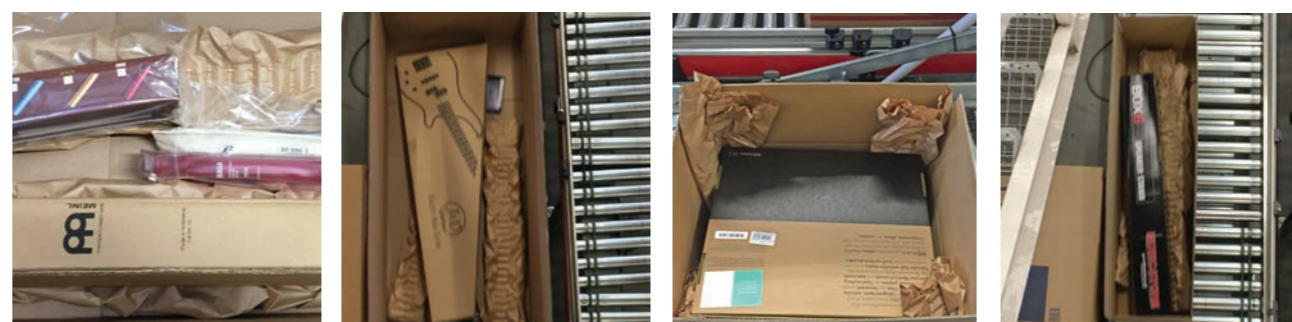
Fulfilling all orders the next day, required a different approach from Music Store. They turned to Ranpak and Brangs & Heinrich, who collectively proposed several cushioning and voidfilling solutions. Three things were of great importance: speed of packing, costs in the box and since happy customers are a major priority at Music Store, the products needed to arrive safely so protection was important too. Music Store has split the flow of larger/bulky items and the smaller items in a box so they can be handled separately.



Solutions

After careful consideration and many hours consulting, the larger/fragile items they boxes will be cushioned using PadPak LC pads that drops into the box automatically. The orders that just need plain voidfill are handled downstairs using FillPak standard machines. This allows up to 1000 orders a day to be shipped. These inline solutions offer the speed and protection needed, whilst keeping packaging cost at a minimum.

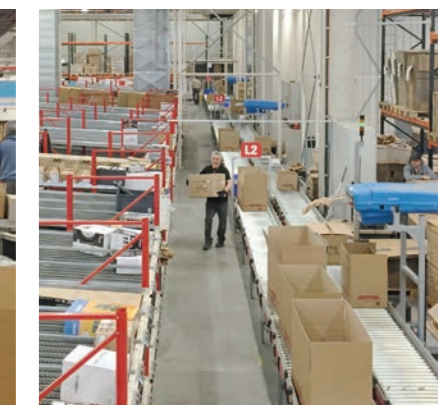
Packaging at Music Store



Paper pads offering protection in-line



Voidfilling the remaining empty space



Orderpicking & cushioning

Business results

“The perfect cooperation between Ranpak and its’ distributor Brangs & Heinrich have allowed us to cope with the enormous growing demands on our logistical setup. Paper is the winner on all counts!”



*Angelo De Meo,
Logistics Manager*

In cooperation with our Distributor



Brangs + Heinrich
Verpacken. Schützen. Sichern.

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