

Ferros Puig



As a specialist retailer of high quality steel and iron goods based in Fornells de la Selva, Spain, Ferros Puig relies on the warehouse and transport logistics system provided by the logistics software specialist Körber. The company has optimized all warehouse and transport processes across the board, created efficient processes from Goods Receiving to delivery and has thus adapted to the growing challenges in construction material retail.

The Project

The steel and iron retailer, headquartered in Fornells de la Selva, about 100 km northeast of Barcelona, has gradually implemented software solutions from the K.Motion Logistics Suite at all logistics locations. In mid 2018, the most recent of three go lives was completed, through which Ferros Puig has now optimized all processes from store in and store out to deliveries to customers together with the logistics software specialist Körber.

Project Goals

- Efficient processes from Goods Receiving in the warehouse through to delivery to end customers and workshops
- Implementation of a uniform, integrated system landscape

Products and Solutions

- K.Motion TMS
- K.Motion POD
- K.Motion WMS

Main benefit for the Customer

- View of activities along the entire transport and supply chains
- Transparency over warehouse and goods movements for all warehouse areas
- Creation of a future-proof system infrastructure



Alternatives were out of the question. “As a specialist retailer of high quality steel and iron products, we have set high quality standards. In order to speed up and streamline our processes, a piecemeal modernization project was therefore not up for discussion. Instead, we have optimized the entire logistics network from the Goods Receiving process to transport processing through to the last mile,” emphasizes Joaquim Maria Masramon Ordís, CEO of Ferros Puig.

The Solution

In 2017, starting with the Mollet del Vallès site, Ferros Puig began optimizing processes on the intra-logistics level by implementing the K.Motion WMS warehouse management System. The warehouse management solution primarily supports stock and order management, store in and store out and shipping preparation. However, Ferros Puig also sells components for construction and handicraft directly on site. K.Motion WMS monitors every goods movement.

Step-by-step, the warehouse management system was also implemented in Sallent de Llobregat and Fornells de la Selva in 2018. The improvements are significant, especially in terms of stock transparency. The system ensures a high level of efficiency, especially in the case of high product diversity, short delivery times and varying delivery quantities and units. After all, the retailer's product range includes over 4,000 construction and industrial products, including small parts, connectors, plates and bulky goods such as steel and iron girders.

“The first step was to take a holistic approach to our logistics processes and fully integrate them into our commercial business. Moreover, it was important to get the system up and running as quickly as possible. Both were achieved thanks to the good collaboration of the Körber and Ferros Puig teams and the excellent project management of both companies.”

Joaquim Maria Masramon Ordís,
CEO of Ferros Puig

Especially noteworthy are the logistics processes at the Sallent de Llobregat site, which covers an area of 13,000 m² and is designed solely for the processing and delivery of steel and iron girders. Employees cut these meter long semi finished products to the desired length, drill and prime them before the girders are transported by an overhead crane. Using K.Motion WMS, cutting remnants are also recorded and assigned a new batch number. This means that the stock of cutting remnants is now completely monitored. At the same time, the warehouse management system records remaining and total stocks including the special batch number that results from the identification of the steel of a furnace filling and documents the chemical composition, mold type and mechanical parameters.

Mobile data terminals (MDTs) are now also being used at one of the company's largest transshipment points. Approximately 50 employees are equipped with mobile devices for paperless picking. Starting with accepting the order and carrying out internal transports, this continues through to cutting the steel and iron girders to the required length and ends with goods issue. However, that is not all. Since the handling of bulky goods especially requires smooth processes, the use of mobile end equipment in the cutting areas was considered a way to directly increase employee safety.

Ferros Puig also relies on solutions from the K.Motion Logistics Suite for goods transport. This is particularly necessary in view of increasing customer requirements for adherence to delivery dates, delivery speed and quality. The retailer has over 2,500 customers, but both deliveries and direct sales are subject to high fluctuations: Sometimes there are large orders for steel girders, other times there are small orders for small parts. In addition, Ferros Puig manages delivery processes via its own drivers as well as external transport service providers. It was therefore also important to optimize these processes with the aid of the transport management system K.Motion TMS that ensures efficient planning and control processes. Loading capacities and customer specifications are taken into account. The algorithms for calculating the optimum route are the heart of the software that can be flexibly configured.

In transport planning, K.Motion TMS distinguishes between regular itineraries in fixed master routes, delivery routes and stops and allows for order-

oriented delivery of all purchase orders. With K.Motion TMS, Ferros Puig has a comprehensive overview of the status of an individual transport order as well as the entire transport network, in which a large number of external transport service providers are also involved. With K.Motion TMS, planners can quickly view the current routes and loading statuses of trucks anytime. Ferros Puig can use K.Motion TMS to track whether an order has already been picked or even loaded in real time.

Eventually, the last mile was also digitized: During every trip, drivers communicate activities conveniently via app, be it deliveries, returns or returnable goods. In real time, Ferros Puig receives a detailed view of activities along the entire transport and supply chain. It does not matter whether the company's own drivers or external service providers are responsible for delivery. This is made possible by the cloud solution K.Motion POD (Proof of Delivery), which is available as an app to every driver to transmit information to K.Motion TMS. The extended function scope of K.Motion POD results from the mobile peripherals of the end mobile equipment on which the app is used. Loads are documented photographically, barcodes scanned and signatures captured using a touchscreen. In addition, customers can also receive information about the delivery status. Image documents and confirmed delivery notes are automatically and process relatedly saved in the system with and without differences. Ultimately, Ferros Puig was able to establish smooth batch tracking from order entry to delivery. The transfer of delivery information to the ERP system then triggers direct invoicing.



With improved processes in the warehouse and transport to the last mile, Ferros Puig set a comprehensive digitalization process in motion within just a few months. The specialist retailer has automated many processes in Fornells de la Selva, Sallent de Llobregat and Mollet del Vallès. Thanks to their wide range of functions, K.Motion WMS and K.Motion TMS meet exactly those requirements which, when combined with flexible modification options, mobile devices and apps, provide a solid foundation for weathering future challenges. Experts predict that the Spanish construction sector will continue to grow in the coming years.

As usual, Ferros Puig's collaboration with the logistics software specialist Körber ends in positive results. The company's productivity has increased considerably after the system was implemented. Thanks to these solutions, Ferros Puig is able to record significantly reduced error rates during picking and transports. Hand in hand, a Spanish steel retailer and the local Körber team have implemented a sustainable system landscape that will enable Ferros Puig to continue growing and digitizing.

