

WAITROSE DEPLOYS INNOVATIVE NEW E-FULFILMENT SOLUTION FROM X2 COMPUTING

WaitroseDeliver, the online grocery shopping service, has awarded a major contract to X2 Computing to provide a new generation of product picking trolleys and hardware. The new trolleys will be used to fulfil online grocery orders and will be easier to handle, provide 20% additional picking capacity and deliver significant cost savings and efficiencies. They will initially be deployed in 30 key stores providing the Waitrose Deliver service.

X2 Computing was awarded this important contract, after successfully completing similar e-fulfilment projects in the UK, USA, Portugal, Scandinavia and Australia, to develop a custom solution to meet the needs of the fast growing WaitroseDeliver service

According to Rob Collins, Director of E-Commerce at Waitrose: “We were impressed by the creative approach taken by X2 Computing throughout this project to developing an innovative and cost-effective solution that will make the product picking, a faster and more efficient process. The new trolleys will enable us to extend and expand our operations and provide our customers with an even better service.”

“Our commitment to developing custom retail solutions has resulted in significant orders from some of the world’s largest home shopping operations,” added Francis Davis, Managing Director of X2 Computing. “We are particularly proud of this new trolley’s innovative features that will deliver significant efficiencies to the product picking process and a lower cost of ownership throughout their working life.”



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