

## Sainsbury's goes live with e-fulfilment system

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iForce has gone live with its e-fulfilment and multi-channel returns service for Sainsbury's newly launched non-food web site.

The logistics company says it is the first service within the UK fulfilment sector to combine online fulfilment, online returns and retail returns processing.

The operation is being run from its 250,000 sq ft depot in Corby and is being managed by iForces' in-house SMaRT software, while its Intelligent Routeing System provides carrier management routing of parcels by weight and value.

The multi-channel returns processing service consolidates returns of non-food products bought from retail stores and online.

iForce manages the dispersal of returns via routing perfect condition goods straight back to stock in Corby using its ReSCU software, or the onward sale of raw returns and discounted lines via its Buy-Force platform, which sells single and bulk pallets of all types of customer returns to B2B customers and the general public.

It will also recycle obsolete items in accordance with the WEEE directive.

David James, head of Sainsbury's logistics non-food, said: "[iForce] has helped us develop an effective and efficient e-fulfilment operation that is fully customer-focused and also accommodates our returns operation."

iForce CEO Mark Hewitt (pictured), added: "By putting their non-food online fulfilment and returns under one roof with a shared management resource rather than having a disparate service through a number of channels, we are providing Sainsbury's with a highly efficient one stop solution.

"This not only demonstrates iForce's unparalleled capabilities but also marks an important development in the UK's burgeoning multi-channel fulfilment and returns processing sector."

Sainsbury's is initially offering 4,500 non-food products from its web site, rising to 8,000 by September 2009.

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