

Geek+ Deploys Intelligent Sorting Robots at Takealot's Johannesburg Facility

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Geek+, a global leader in mobile robot and smart logistics solutions, has announced its first project in South Africa, deploying a large fleet of intelligent sorting robots at Takealot's Johannesburg facility. This milestone project, in collaboration with partner European Conveyors and Components (ECC), introduces cutting-edge automation to Takealot's operations, setting new benchmarks for efficiency, ergonomics, and employee satisfaction in the South African logistics sector.

This deployment marks Geek+'s 40th country with an implemented project and signifies a significant advancement for robotics in African logistics. The solution integrates manual and automated induction stations, enabling seamless handling of even irregularly shaped items and significantly accelerating parcel processing. By automating sorting and streamlining workflows, the warehouse can now process up to 50,000 parcels daily.

"This project highlights our commitment to adopting innovative solutions that enhance the shopping experience for our customers across South Africa and improve our employees' well-being," said Francois Retief, Group Executive: Supply Chain Management Takealot Group. "The solution improves ergonomics, reduces physical strain on our teams, and significantly enhances daily productivity. We look forward to further collaboration with Geek+ and ECC."

"With this deployment, we're shaping the future of South African logistics," said Wayne Tai, Head of Channel Title of Geekplus EMEA. "The speed of implementation—just six months from conception to live operation—demonstrates the synergy between Geekplus, Takealot, and ECC. This project serves as an ideal foundation for future collaborations."

Andrew Cooper, Managing Director of European Conveyors, added, "Working alongside Geekplus, the leader in order fulfillment automation, has been a rewarding experience. Together, we've laid the groundwork for innovative solutions that push the boundaries of logistics in South Africa. This is our first project together, but we are excited about more projects to come."

This deployment is the first of many automation projects planned for Takealot, representing a critical step in advancing logistics innovation in the region.

Geek+ will showcase its latest innovations at LogiMAT 2025 in Hall 8, Booth 8A77. Attendees are encouraged to visit the booth to see the solutions in action and connect with Geek+ experts.