Kardex AutoStore™ Xperience Tour

PARSA Beauty | Sinsheim, Germany
February 2027 | 10:00–approx. 14:00

Experience AutoStore™ live in operation and hear first-hand how PARSA Beauty modernized its intralogistics with Kardex to create more capacity, higher picking performance, and room for future growth.



Beauty logistics built for growth
At its Sinsheim site, PARSA Beauty combines AutoStore™ by Kardex with SAP S/4HANA and Embedded EWM to handle a growing product range, international goods flows, and diverse delivery requirements.
The automated solution more than doubles storage capacity, supports up to 45,000 picks per day at peak times, and creates a scalable foundation for further growth.

The customer
PARSA Beauty Hair and Fashion Accessories GmbH is a leading German beauty company specializing in hair and fashion accessories. Based in Sinsheim, the company offers more than 5,000 items, works with over 100 retail partners, and operates in around 40 countries.

The solution at a glance

The AutoStore™ solution implemented by Kardex includes:

- 52 robots
- 13 CarouselPorts
- 33,000 bins
- 2 ConveyorPorts, 2 Kardex IPAs, and Kardex Control Center (KCC)

The results

- 30,000–40,000 picks per day, with up to 45,000 at peak times
- More than doubled storage capacity
- Up to 16 orders picked simultaneously
- Reduced space requirements through high-density storage
- Ergonomic, intuitive picking supported by Kardex IPA
- Real-time process transparency through SAP S/4HANA and Embedded EWM

What to expect

- The PARSA Beauty automation journey first-hand
- Project insights from PARSA Beauty, Kardex, and AutoStore™
- A guided tour of the live AutoStore™ installation
- Live insights into AutoStore™, SAP EWM, picking, and connected processes
- Direct exchange with PARSA Beauty and Kardex experts

Agenda

10:00 Welcome and Get-together
10:30 Customer Story & Kardex and AutoStore™ insights
12:00 Lunch
12:30 Guided Site Tour
13:30 Q&A and Networking
14:00 End of the event

Participation

Participation is free of charge. As places are limited, attendance is subject to confirmation.

Register now | Xperience Day at PARSA Beauty

You will receive the exact address and further organizational details with your participation confirmation.