

# Record-Breaking Logistics – All Customers Receive Their Gifts on Time!

**Lyko achieved record-breaking sales during Black Week, which pushed the warehouse automation system to operate at full capacity over the past weeks. All shipments have now been dispatched on time to reach customers before Christmas Eve. In some parts of Sweden, it is still possible to place online orders until Saturday. For those last-minute shoppers, most Lyko stores will remain open until 2 PM on Christmas Eve. The central warehouse in Vansbro has set a new delivery record this December, thanks to the new Lyko GLAM (Great Logistics Automation Master) system and a highly dedicated team.**

## **Lyko GLAM – Enhanced Logistics and Performance**

Lyko GLAM is a proprietary system designed by Lyko's employees to improve calculation efficiency and create a more robust process. The system manages larger order variations, creates smoother workflows, and reduces error rates. It is optimized to meet the specific needs of the business and has already demonstrated superior performance during the year's most demanding period.

## **Rickard Lyko, CEO of Lyko, comments:**

"It is gratifying that we have successfully navigated through the most capacity-challenging period in our existing warehouse. I am proud that, since 2020, we have built the expertise to operate and maintain our automation facility while also developing and optimizing the system specifically for our needs. This is an incredible achievement by our team!

We anticipate continued strong sales growth, and expanding our automation is essential for us to keep growing as a company. While much remains to be done, this milestone ensures that by next Black Week, we will have 150 percent greater delivery capacity."

The goal is to handle up to 100,000 orders per day with the expanded automation solution in Vansbro, which is expected to be fully operational by summer 2025. Lyko's extensive experience in software development, combined with in-depth knowledge of automation and hardware, has enabled the creation of a system that efficiently supports both existing and new hardware.

## **Peter Gunnarsson, CTO of Lyko, adds:**

*"The sales peaks we have experienced have truly tested Lyko GLAM, which we launched in early September. The system has not only met but exceeded the capacity requirements specified for the system. Lyko GLAM is crucial for managing the complex logistics where various flows – consumers, stores, and third-party logistics – must seamlessly work together. The fully expanded warehouse automation is planned for summer 2025. The hardware is already in place, and following this successful test, approximately 75 percent of the software is ready for deployment."*

## **Peter Gunnarsson continues:**

"The system is tailored to our operations and carefully adapted to our specific needs and requirements. The solution is the result of our understanding of operations, deep domain knowledge in automation systems, and close collaboration with users, superusers, and service technicians. Operator input has been critical for fine-tuning the system and ensuring optimal functionality.

One of the greatest challenges has been managing the warehouse's capacity, which is currently limited by how many bins can physically be handled on conveyors and in the storage system. To maximize efficiency, we have developed an advanced algorithm that optimizes the sequence in which bins are delivered to order-picking stations. This not only creates a smoother workflow but also reduces bottlenecks and inefficiencies."

Lyko GLAM has not only enhanced performance but also laid the foundation for future growth. The new system enables handling larger order volumes, reducing errors, and creating a stable, flexible flow that is essential for Lyko's success in an increasingly competitive market.

## **Background**

- **2020** Lyko moved to a new central warehouse in Vansbro equipped with an automation facility from SSI Schäfer.
- **2021** The automation system was expanded to double capacity to 40,000 orders per day.
- **2023** Lyko signed an agreement with Vanderlande for further automation expansion to reach a capacity of 100,000 orders per day by 2025.

Lyko GLAM was developed in-house to optimize workflows and integrate hardware from the two automation systems, Vanderlande and SSI Schäfer.

## **For more information, please contact**

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## **About Lyko**

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Lyko Group AB (publ) is a beauty specialist with the market's widest range, inspiring and guiding customers to their best selves. The group operates the website Lyko.com, 32 fully owned integrated stores and salons in Sweden, Norway, and Finland, as well as a business-to-business operation with two factories in Sweden for the manufacturing of beauty products. The business employs close to 1000 people. Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, [corp@avanza.se](mailto:corp@avanza.se), is the company's Certified Adviser. Visit Lyko.com for more information.

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## Image Attachments

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[Vansbro 2024](#)  
[Rickard Lyko](#)  
[Peter Porträtt](#)

## Attachments

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