

Delivering smarter fulfilment through automation

Overview



As one of the UK's leading tabletop gaming and hobby retailers, Wayland Games has built its reputation on offering an extensive range of products to a passionate and fast-moving customer base.

Operating from a **50,000 sq ft** warehouse in Brentwood, the business manages thousands of products across highly seasonal and rapidly changing ranges including **Warhammer 40,000**, **Magic: The Gathering**, **Dungeons & Dragons** and **Lego**.

With customer demand continuing to grow and order volumes increasing during major launches and peak seasonal periods, Wayland Games recognised the need to strengthen its fulfilment operation and create a more efficient, scalable workflow.





The Challenge & Brief

Before automation, Wayland Games relied heavily on manual processes throughout its fulfilment operation. Orders were picked, packed and labelled by hand, while products were manually moved from the mezzanine floor to the despatch area.

As order volumes increased, maintaining pick accuracy, processing orders efficiently and moving products quickly through the warehouse became more challenging. The movement of operators between areas also increased handling time and introduced additional health and safety considerations.

Wayland Games wanted a full automation solution to manage the picking, product transport through the warehouse and automated picking.

To address these challenges, Wayland Games partnered with CSL Automation to develop a solution tailored to its operation. Drawing on experience from similar projects, CSL evaluated multiple concepts before designing a system that removed key bottlenecks, improved efficiency and provided a platform for future growth.



The impact has been immediate. Orders now move through the warehouse faster and more efficiently, reducing processing times while improving order accuracy and workflow consistency. The automated movement of totes has removed one of the site's key operational bottlenecks and created a safer working environment by dramatically reducing unnecessary operator movement between levels.

The project includes:

- ▶ Installed a fully integrated powered conveyor system linking mezzanine picking, packing, and despatch.
- ▶ **150 metres of Interroll powered roller conveyor** to transport picked totes automatically through the warehouse.
- ▶ **Two reversible Ambaflex spiral conveyors**
- ▶ **Dual-stacked conveyor lines** for efficient empty tote return and built-in system redundancy.
- ▶ Reduced manual handling by creating a continuous, automated product flow.
- ▶ Increased operational resilience, allowing continued operation during maintenance.
- ▶ Improved order processing speed, accuracy, and workflow consistency.
- ▶ Eliminated a major warehouse bottleneck through automated tote movement.
- ▶ Enhanced workplace safety by significantly reducing operator movement between levels.



CASE STUDY

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ConveyorCare & Maintenance

A key part of the partnership between Wayland Games and CSL Automation is the ongoing support and optimisation of the operation through CSL's ConveyorCare programme. Designed to maximise system performance, reduce downtime, and extend asset life, ConveyorCare provides a proactive maintenance strategy that is critical in Wayland Games' high-volume fulfilment environment.

The programme combines electrical and mechanical servicing with preventative maintenance to identify and resolve potential issues before they impact operations. By monitoring system performance and scheduling planned interventions, CSL helps maintain reliable conveyor and sortation performance while supporting throughput during peak periods.

Alongside planned maintenance, CSL provides rapid-response breakdown support and expert spare parts management, including guidance on critical stock holdings, sourcing, and replacement. This comprehensive approach ensures Wayland Games' automated systems remain reliable, allowing the business to focus on customer service while retaining the flexibility to scale with demand.

Want to know more?

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