

case history



company name

Morando SpA

business sector

Pet Food Industry

total plant area

80.000 m²

website

www.morando.it

Zucchetti's solution

- **WMS Replica**

Morando and WMS Replica: driving efficiency and speed in Italian pet food

Morando S.p.A., a historic Italian pet food company, has chosen **Zucchetti's WMS Replica** to **manage and track** its entire **production** and **distribution logistics**.

At the Molfetta production hub (40.000 m²), over 2.200 SKUs, 1.000 packaging codes, and 200 raw materials are handled, with an average of 70 orders fulfilled and 25–30 trucks loaded or unloaded each day.

ReplicaSistemi

ZUCCHETTI

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The Company

Founded in 1955, **Morando S.p.A.** is a **historic Italian company** specializing in the production of **food for dogs and cats**, known for the high quality of its products and its strong ties to the local area. Headquartered in Andezeno (Turin), Morando is today one of the leading players in the pet food sector in Italy and internationally.

The company operates two production plants: one in **Andezeno** for **dry food** and one in **Molfetta** (Bari) for **wet food**, with a total production capacity of **over 240.000 tons of pet food per year**.

Morando manages a complex network of **5 distribution hubs** across the entire Italian territory, serving both the large-scale retail (GDO) and specialized pet food markets.

The company relies on around **200 suppliers** of strategic materials, including raw materials and packaging, and serves a portfolio of over **3.000 customers**. Operations span a **total surface area of 80.000 m²** across the **two production plants**.

With an annual turnover of approximately **€200 million** and a commercial presence in over **60 countries**, Morando ranks as the **4th** largest player by market share in Italy and is among the **top 50 pet food companies** worldwide (2023 data).

Molfetta, the company's main production hub with a surface area of **40.000 m²**, stands out as a highly industrialized facility: it hosts **4 production lines** for cans, trays, and pouches, along with **5 dedicated packaging lines**.

Each year, the plant produces approximately 25 million pouches, just over 110 million trays, and around 200 million cans.

Why Replica Sistemi

*"Morando decided to go with **WMS Replica** after the **pet food** market really took off during the pandemic, and we had to get rid of any inefficiencies.*

*It was clear that **we needed to cut down on shipping errors**, which happened because we didn't have a tool guiding our picking process for customer orders.*

*On top of that, we had to make sure **FIFO warehouse management** was spot on — we often had goods being returned otherwise. **Traceability** was also a big deal for us. And since we have multiple warehouses on site, having one platform that gave us a clear, unified view was essential.*

*Thanks to the **fast and reliable** WMS Replica system, we've totally improved how we handle our logistics flows compared to before."*

Ferdinando Parrulli – Production and Maintenance Manager, Morando S.p.A. plant

Needs and Project

LOGISTICAL CHALLENGES OF AN INTRICATE PRODUCTION SETTING

With a catalog of over **2.200 finished product items**, more than **1.000 packaging codes**, and over **200 raw materials**, Morando S.p.A. manages a **highly complex logistics operation** on a daily basis.

This is combined with **high volumes** — approximately **70 orders fulfilled and 25 - 30 trucks handled each day** — along with the need to **minimize shipping errors** while optimizing time and resources.

The **company's needs** were:

- **Mapping** and precisely **organizing** warehouse flows;
- Ensuring both **operational efficiency** and **total control**;

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- Implementing a structured **FIFO management system**;
- Improving **picking processes**;
- Guaranteeing **full traceability** of products throughout the entire production and distribution process.

Particular attention was given to the **management of goods in quarantine or out of specification (OOS)**, as well as the integration with various automated warehouses.

An additional challenge was the operational context: **the system needed to be accessible** even to operators with limited experience with advanced technological tools, requiring an intuitive solution.

AN INTEGRATED PROJECT

The choice of **Zucchetti's WMS Replica** effectively addressed these needs through a multi-level project.

It began with a comprehensive physical and virtual mapping of the warehouse, covering finished products, raw materials, and packaging materials. The system was then **tailored to the company's specific requirements** by sharing operational procedures and introducing **targeted customizations**.

A **key element** was the **integration of the WMS with the existing MES and ERP systems**, as well as the deployment of **barcode printers**, adoption of **Wi-Fi terminals**, and **operational training for personnel**.

The project followed a gradual approach, focusing not only on the technical system rollout but also on building an **internal digital culture** to guide the entire organization toward a more

advanced, integrated, and efficient logistics model.

THE KEY TO SUCCESS

The **success** of the project was made possible by a clear strategy based on **three key elements**:

- A **highly engaged internal project sponsor**, capable of leading and supporting the change;
- A team composed of **Project Managers** and **IT specialists** who translated operational needs into technical specifications;
- The **WMS Project Manager from Replica Sistemi – Zucchetti**, who provided continuous, results-oriented support.

This **synergy** allowed the project to stay aligned, manage complexities, and promote effective system integration.

The benefits of integration

The adoption of **WMS Replica** has delivered tangible results in terms of **efficiency, operations, service quality, and process control**. Among the most significant benefits are a substantial **reduction in shipping errors**, a notable recovery in productivity, and a considerable **simplification of inventory procedures**.

REDUCTION OF SHIPPING ERRORS

The system introduced a guided and controlled picking flow for raw materials, packaging, and finished products, thereby eliminating errors related to incorrect picks.

The strict adoption of the **FIFO** method, particularly important for distribution to large-scale retail (GDO), was ensured through **real-time monitoring of all ongoing movements**, minimizing risks and discrepancies.

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OPERATIONAL EFFICIENCY RECOVERY

One of the WMS's key strengths is its **ability to convert shipping lists into transport documents in real-time**, allowing large-scale retail (GDO) customers to **receive DES-ADV notifications within 12 hours**.

Picking processes have been optimized, staff dedicated to handling **reduced**, and inventory control and reorder management improved. The system also enabled **customization of queries** to monitor production efficiency and quickly identify goods involved in any quality issues by integrating data from different warehouses, overcoming the limitations of traditional ERPs in operational management.

This **eliminated losses of "forgotten" or hidden goods**, enhancing transparency and reliability.

FACILITATION OF INVENTORY PROCESS

Inventory activities have become **faster, simpler, and more reliable**, with a **reduced need for personnel** and **complete traceability** of all operations performed.

This has contributed to improved data quality and ensured more effective control over the entire logistics assets.

Future steps

Following the results achieved, **Morando S.p.A.** now aims to **consolidate the use of WMS Replica** and **expand its application** to other operational areas, such as the Andezeno site.

Plans include **greater integration with company systems**, the implementation of automated stock

management processes, and **enhanced control reporting**.

There is also the intention to provide partial visibility to customers regarding goods produced in Morando's warehouses and to extend management to the transportation sector.

Internal training will continue, with the goal of making the WMS an increasingly strategic tool.

*"Today, every pallet leaving our plant goes through the WMS, and **we no longer have errors**. Even raw materials and packaging are fully guided by the system.*

*With this tool, we **have better control over inventory, manage reorders more efficiently, and can monitor everything**. **We no longer lose goods on-site and have full visibility**.*

*Now, we're focused on **moving forward** and further strengthening the use of WMS Replica."*

Ferdinando Parrulli – Production and Maintenance Manager, Morando S.p.A. plant