

Ulta Beauty: Scaling Beauty Fulfillment with Flexibility, Not Capacity Lock-In

From Manual Picking, to Elastic, Peak-Ready Fulfillment



"Pushing carts is the biggest issue the associates face... we wanted to remove that from the process and help them focus on accuracy at picking."
- Nick Kristin, Director of Supply Chain Network Expansion, Ulta Beauty

When Ulta Beauty (the largest Beauty and Personal Care retailer in the USA) launched its new Greenfield distribution center in Greer, SC, the challenge was not just efficiency; it was building a fulfillment model that could absorb seasonal peaks, labor variability, and shifting order profiles without overbuilding for forecast risk.



The Challenge

Distribution center associates relied on manual picking that required excessive travel. Not only did this process limit throughput, it meant that adjusting to peak volatility was dependent on adding labor. In a high SKU Beauty environment, Ulta Beauty needed a solution that could adapt during volume spikes and seasonal surges – without long-term capacity lock in.

The Solution

To give Ulta Beauty the agility it needed fast, Locus deployed an initial fleet of 170 Origin robots to replace manual cart-based picking. Through a flexible RaaS model, and AI-driven orchestration of robots and labor in real-time with LocusONE™, Ulta Beauty doubled the fleet during the holiday season to handle higher order volume - without redesigning the facility or committing to permanent capacity.

Key Results: Adaptive Fulfillment that Absorbs Peaks and Variability

Workforce Stability

75%

training time reduction from 4h to 15-60 mins.

Throughput Scalability

40%

YoY order growth between 2024-2025 across Ulta sites, plus 25% UPH increase, +51.7% peak week lines

Elastic Capacity

x2

Fleet increase for holiday peak, with RaaS enabling elastic capacity.

Powered by the LocusONE™ platform, Ulta Beauty dynamically orchestrates workflows, robots and labor in real-time to maintain performance during peak demand. As of 2026, Locus is active across multiple Ulta Beauty sites; enabling peak week throughput +51.7% lines, and +36.1% respectively across two locations between 2024 - 2025.



Transform Your Beauty and Personal Care Operations

Discover how Locus' flexible automation can help you achieve similar results with a scalable model built for your unique logistics constraints.

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