

Caja Robotics to Automate Gaia Herbs' Fulfillment Operations

Caja Robotics, a leading provider of advanced robotic automation solutions, will streamline fulfillment operations at North Carolina health and wellness supplements leader Gaia Herbs. This partnership marks another addition to Caja's growing network of active installations in Europe and across the US.



Gaia Herbs, a global leader in herbal supplements with more than 35 years of industry leadership, has implemented Caja's advanced goods-to-person robotic solutions to automate and streamline their Western North Carolina warehouse's fulfillment and inventory operations. This marks a significant milestone for Gaia Herbs as they strive to enhance efficiency, accuracy, and scalability.

Gaia Herbs is known for its commitment to delivering high-quality herbal supplements rooted in purity, potency, and transparency, and recognizes the need to advance their warehousing processes to meet evolving customer demands.



By teaming up with Caja Robotics, Gaia Herbs intends to revolutionize its warehouse operations, while continuing to provide exceptional standards of customer service and satisfaction. This system will enable Gaia Herbs to streamline order fulfillment, improve inventory accuracy, and enhance operational efficiency.

“As Gaia Herbs continues to amplify the reach of our amazing brand, demand for our products and expectations of our customers is growing strong,” said **Brian Traylor, Chief Operations Officer at Gaia Herbs**. “This growth presents unique challenges to our order fulfillment operation, and we are excited to have strong partners like Caja Robotics helping us find innovative ways to meet these challenges head-on and find mutually beneficial solutions for our customers and staff.”

Dr. Ilan Cohen, CEO and chairman at Caja Robotics added, “We are delighted to work with Gaia Herbs to automate and streamline their warehouse fulfillment operations. This collaboration will help Gaia Herbs ensure accuracy and efficiency, meeting surging demand while maintaining superior customer experience.”

Operations with Caja-supplied robots began in mid-2023.

About Caja Robotics

Caja Robotics is a leading provider of robotic automation solutions that enable businesses to optimize their operations, increase productivity, and reduce costs. Combining cutting-edge technology with a deep understanding of industry needs, Caja Robotics develops customized solutions for various sectors, including e-commerce, retail, logistics, and manufacturing. With a commitment to innovation and customer satisfaction, Caja Robotics is driving the automation revolution. For more information, visit cajarobotics.com.

About Gaia Herbs

For more than 35 years, [Gaia Herbs](https://gaiaherbs.com) has been connecting people, plants, and planet to create healing. Gaia Herbs is a leading herbal brand in North America committed to creating the highest-quality health and wellness products assured for purity, potency, and transparency. The company offers more than 200 herbal products, including liquid extracts, functional powders, gummies, teas, and patented Liquid Phyto-Caps®. Learn more at gaiaherbs.com. From its [Regenerative Organic Certified®](https://gaiaherbs.com) farm nestled in the Blue Ridge Mountains of Western North Carolina, the company uses regenerative agriculture methods to grow more than three million plants each year, and harvests and extracts the herbs at just the right time, when the phytochemicals are at their peak. What they can't grow on the Gaia Farm, they source from like-minded partners around the world, ensuring fair trade and sustainable business practices. Gaia Herbs introduced the world's first herb traceability program, meetyourherbs.com, which allows the company to share transparency around its herbs, ingredients, and quality testing results. The company is proud to be a [Certified B Corporation®](https://www.bcorporation.net), using business as a force for good. Through its [Environmental](https://gaiaherbs.com) and [Social Impact](https://gaiaherbs.com) Programs, the company champions environmental

and social sustainability on its farm and around the world. Learn more at gaiaherbs.com and join the conversation on Facebook, Twitter, Pinterest, and Instagram.