



3PL DISTRIBUTION CENTRE FOR SPORTSWEAR STORAGE TO ENLIVEN 700+ RETAIL OUTLETS

Case Background

Paramount player in third party logistics (3PL) international market and thrives on delivering excellence in everything what it does. The global 3PL giant has comprehensive service portfolio encompassing door to door deliveries, multi modal freight forwarding, contract logistics and international mails.

Conceptualizing the NDC (Nationalized Distribution Centre) which will be catering to the immensity and diversity of Indian market was a herculean task. This NDC will enliven the entire supply chain of sportswear major, which currently has more than 700 retail outlets and the number is expected to grow by 30% in next couple of years.

The warehouse was to store numerous sportswear SKUs related to the game of basketball, football, golf, outdoor, running, tennis and training. The warehouse operations is outsourced to our client by sportswear major.

Challenges

The facility will employ more than 400 warehouse professionals in two shifts to cater to the growing demand of Indian market.

The major intra-logistics operational parameters which needed to be addressed while envisioning the facility were:

Ergonomics in Design: The solution has to be ergonomically designed to ensure low fatigue of warehouse professionals.

Optimize Storage Space: The cubic storage space to be created was to the tune of 200000 sq. ft.

Challenging Deadlines: The project had pressing timeline of 100 days.

Space for Value Add Activities: Designated areas for data capturing systems, quality controls, staging etc.

Integration: The storage system should have compatibility with conveyors, lighting and fire fighting.

International Standards: Solution has to be abreast with world class facilities and to be designed as per international standards.

Solution

The major highlights of the storage solution proposed and provided by us are as:

Products Installed

1. Multi Tier Shelving : 31455 Picking Positions
2. Seelctive Pallet Racking : 4850 Pallet Positions

Key Highlights of the Solution

- Efficient layout for material, equipment and personnel flow.
- 100% selectivity for the SKUs.
- Picking Elevations with 24 staircases ideated for productive picking.
- Loading Gates and Spiral Gravity Conveyors for material transfer.
- Customized design to fit fire safety systems.
- Provision to equip storage system with lighting systems.

Godrej Storage Solutions Advantage

- FM Global norms compliant storage system
- Optimum Space Utilization in the facility
- Better illumination in the warehouse for efficient operation
- ROHS compliant storage system, hence , environment friendly
- Ergonomically designed storage system for low fatigue of warehouse professionals



For More Information, please contact:

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