

HUGO BOSS

High throughput performance

HUGO BOSS is one of the leading companies in the premium and luxury segment of the global clothing market and has focused on the marketing and development of high-quality fashions and accessories men's and women's clothing. Native to Metzingen with nearly 13,000 employees, the company achieved an annual sales of 2.6 billion euros in 2014 and is one of the most profitable listed clothing manufacturers.



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**Ralf Schneider, Director Logistics,
Procurator, HUGO BOSS**

Growth & Impact



Access
at all times to each article in the system



Ergonomic
Pick-it-Easy workstations facilitate efficient and resource-friendly picking



Advantage
includes high throughput system

HUGO BOSS

A handle on the whole collection with Shuttle technology

The Solution

The fascinating world of brands by HUGO BOSS unites the various collections of BOSS, BOSS Orange, BOSS Green and HUGO. The portfolio of covered products is comprehensive and runs from classic-modern clothing, elegant evening wear, sportswear, shoes and leather accessories as well as licensed perfumes, eyewear, watches, children's fashion, home textiles and mobile accessories.

In its 35,000 m² distribution centre in Filderstadt bei Stuttgart the international lifestyle group relies on the automation technology by KNAPP. An OSR Shuttle™ with 440,000 storage locations combined with ergonomic Pick-it-Easy workstations facilitate efficient and resource-friendly picking according to the goods-to-person principle.

The shuttle technology provides HUGO BOSS access at all time to each article in the system. Storing the goods in their original cartons is another advantage of the system, as well as the system's high throughput performance. The OSR Shuttle™ offers HUGO BOSS the required flexibility to quickly respond to future changes in the market and to the various demands of its different sales channels.



Interview

Ralf Schneider, Director Logistics, Procurator, HUGO BOSS

Why did you choose a collaboration with KNAPP? We were convinced by the shuttle systems that provide us the necessary sequencing without tower buffers at the picking stations.

What are the advantages of cooperating with the same partner over the long run? Well-coordinated project teams share a lot of experience working with the highly complex systems.

How does the KNAPP solution support you in the realization of your goals? The very fast transit times in the distribution centre make a very fast supplementary delivery possible at our points of sale.

What are the ingredients necessary for a successful cooperation? The important factors are trust, flexibility, willingness to change and solution orientation.

Which challenges must be mastered in the future? Important tasks for the future lie in e-commerce, above all in connection with omni-channel fulfilment.

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