

# OLYMP

rolling up its sleeves

## OLYMP Bezner KG

OLYMP Bezner KG, a family-owned company in Bietigheim Bissingen near Stuttgart, Germany, is rolling up its sleeves – literally spoken, for years, OLYMP has followed a proactive course of expansion in the premium segment of men’s clothing.

High article standards, modern design and an unbeatable cost-performance ratio have increased the turnover by three in only ten years, catapulting OLYMP to the market lead position for men’s shirts.



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“The fast, reliable and smooth performance of delivery is one of our most important competencies for dealers and customers. With the highest single investment project in the 64 years of company history, we have brought our logistics capabilities to a whole new level.”

**Mark Bezner, Managing Partner of OLYMP Bezner KG**

## Growth & Impact



**Offers**  
high flexibility in order structure and simultaneous processing of B2B and B2C orders



**Expanded**  
to 265,000 storage locations



**Increased Turnover**  
by three in only ten years

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## Catapulting OLYMP to the market lead position for men's shirts

### The Solution

To ensure that the immense future growth is able to be achieved, in 2011, OLYMP and KNAPP were able to come together in order to create a customized logistics system specifically made for the forecasted growth.

Ever since the ground-breaking ceremony in 2011, OLYMP has successfully worked with the KNAPP warehouse including 11 rack line systems, of which only 8 were in operation at first. The second extension was carried out together with KNAPP much earlier than expected due to the extremely dynamic company collaboration.

In full expansion, OLYMP now has 11 OSR Shuttle™ rack line systems with approximately 265,000 storage locations. The OSR Shuttle™ supplies and clears the pocket infeed stations and works as dispatch buffer. Two pocket sorters are located downstream of the OSR Shuttle™. This means every dealer receives the required shirts, ties, polos and knitted goods in a sequence based on customer request as a package – in short, shop-friendly. The end-to-end control system KiSoft WCS as well as ergonomically designed and employee-oriented workstations complete KNAPP's scope of supply. The OLYMP warehouse offers high flexibility in order structure and the simultaneous processing of B2B and B2C orders, making it possible to consider and realize special customer requests to a very high degree.

Thanks to this warehouse, KNAPP and OLYMP have been able to come together in efforts of creating new solutions for corresponding markets. Also, the OLYMP logistics center (OLZ) takes a stand in terms of sustainability, with a thermal power station, photovoltaics, geothermics and further measures.



### The Results

- Increased to 11 rack line systems
- Expanding to 265,000 store locations
- Dealer receives the required shirts, ties, polos, and knitted goods in a sequence based on customer request as a package
- Ergonomically designed and employee-oriented workstations