

SDI News

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Interview

A new European fashion parade

Established in 1892 and now operating some 1,070 stores, with a constant high demand for this All-American fashion retailer giant already prominent amongst fashion conscious consumers in the Netherlands, Terry Norman, Group Business Development Director for TNT Fashion Logistics (Netherlands) explained the expansion of their existing services for this All-American fashion brand and the recently completed SDI Group installation in more detail.

As the distribution centre facility in Roosendaal was successfully extended over two years ago, how did the decision to build a new distribution centre come about?

"We act as a third-party logistics services provider for this high profile fashion client who has been experiencing a rapid rise in consumer demand for its product right across the Netherlands. "We needed to increase our service operation and decided that to build a new DC some near the Belgian border at Bergen-op-Zoom, some 20kms from the original Roosendaal one, was the way forward."

As SDI Group had already worked on and accomplished the extension of the DC for this All-American fashion brand in 2009, did it seem natural to involve them in this project?

"We put the job out to three different tenders and it was SDI Group who brought the best solutions at the best price to the table. Having worked with the company before we knew that the job would reach its fullest potential as we wanted to create an entirely new and unique working process within the DC. Their experience and in depth consultancy prowess was called upon at every phase of the project."

What were the specific developments



involved within this project?

"Once commissioned SDI Group set about overseeing the building of the new four storey facility, incorporating a high bay storage area, a narrow aisle capability, an in / out and unit sortation operation and created a software program that would run this highly-automated operation.

The building covers an area of 32,000sq.m where a staff of 120 work.

The building houses 94,000 SKUs from different brands and has been designed to increase its capabilities at the seasonal ramp-up times that feature in fashion retail."

The system has now been live since summer 2011; have there been any major problems?

"We gave the responsibility for the whole site to SDI Group who gave us exactly what we called for even though we laid down some extreme challenges for them to meet. This was mainly because we needed to bring our workforce up to speed with engaging a more automated way in which to work. "There were a lot of unique processes that went into this facility, especially in the sortation section as the job demands an extreme throughput capability. It was a very demanding project that had to be managed to very tight time lines, which it was.

We now have a brand new building and a workforce that has easily adapted to our

new automated working process."

Final words from John Hamilton, Sales Director for SDI Group in The Netherlands.

What is the operational thinking behind the design of this installation?

"SDI Group has developed and installed multiple cross belts, mezzanine floor constructions, conveyor and Flexible Single Unit item sorter-based automatic distribution solutions featuring its own mechanical and computer technology within the main European distribution centre located in the Netherlands.

"We developed and installed a complete E-Commerce system to handle all of this brands E-Commerce business.

SDI Group has on site dedicated maintenance team to look after the complete system and provides a 24/7 aftersales software and electrical support and maintenance package."



SDI...
GROUP

SDI GROUP designs, produces and supports integrated handling and distribution systems for the Retail, Chain Store, Textiles, Multimedia and @-Commerce sectors. It offers turnkey solutions, carrying out size and production analyses in the design phase and acting as a Systems Integrator in the operating phase. The main design objective is to meet the specific needs of the client.

Focus – Solution

Mini-load – The automatic system for high-density storage

What is a Mini-load system?

It is an automatic system for high-density storage. Different pick-up tools can be used for the management of either individual or multiple products, which can be handled in different loading units, such as plastic cases, trays and boxes of various sizes.

products, thus giving high quality handling and repeatable, constant process productivity in 24-hour working cycles.

What are the benefits of a Mini-load system?

Some of the main advantages of Mini-load systems are:

- Instead of the person going to the goods, they bring the goods to the person, thus eliminating the transfer times of staff for pick-ups and drop-offs.
- They reduce the risk of errors because all of the actions are carried out automatically, with systems to assist any manual operations.



Why install a Mini-load system?

Mini-load systems maximize storage capacity and optimize the use of floor space, as they take up room vertically and fill the entire volume of a warehouse.

A large number of Mini-load systems have now been installed throughout the world. They all guarantee extremely reliable performance and highly accurate management. They allow throughput to be increased and reduce manual contact with the

• They interface directly with picking stations to make operations more accurate, rapid and efficient, leading to shorter working times.

• They allow flows to be optimized, leading to organizational improvements and a reduction of management costs.

• They allow the working conditions of staff to be improved.

SDI Italy

Name: Gabriele

Surname: Senni

Age: 47

Zodiac sign: Pisces

Latest book read: The Testament (John Grisham)

Latest movie seen: I obviously wanted a laugh, so it was "Welcome to the South" (Luca Miniero)

Artist or band: Pop & Rock

Favourite dish: Spaghetti with seafood

Favourite sport: I am a big fan of motorbikes, which I ride in my spare time.

How I define myself: I believe that I am always helpful to everyone. I like to establish a good relationship with our customers because it allows you to work constructively with them.

My motto: Never give in.

In SDI since: January 2006

My current role: Sales Manager

The part played by this team: Devotion and commitment to every phase of our work, willingness to help everyone and a constant quest to improve our working methods, so that our customers can benefit from them as much as possible.

You can contact me for/when: My mobile is always on, 24 hours a day, 7 days a week.

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International News

SDI Group has recently been requested to extend the existing warehouse for **Hugo Boss AG (Germany)** by another 13,000 sqm storage capacity, work for **House Of Fraser (UK)** is now well underway and SDI Group have signed a job with **Blue Max (UK)** to commence in January. A racking and mezzanine system for **Franklin&Marshall (Italy)** and an extension on the hanging system at **BSL Geodis (Italy)** have both been completed, whilst **Roberto Verino (Spain)** have signed an order for a garment on hanger slick rail system for its finishing department. SDI Group Chile recently received an important award from the Chilean Logistics Association, selected as "the" Outstanding Company in the Logistics Sector for 2011. For the forthcoming year, 2012, SDI Group have achieved an important acknowledgment from its customers; all Support and Maintenance contracts have been renewed and in some cases extended. SDI Group now runs a full Support Service which consists of in excess of 100 distribution centers across Europe.