



SCHÖNENBERGER

GARMENT LOGISTICS SUCCESS STORY

BUGATTI RETAIL GMBH



THE OBJECTIVE: A MULTIFUNCTIONAL LOGISTICS CENTER

SMOOTH FLOW
OF GOODS

MODULAR SYSTEM
FOR VARIOUS USES
AND DESIGNS

OPTIMAL USE
OF SPACE

ERGONOMICS FOR
MOBILE AND FIXED
WORKPLACES

EFFICIENCY
THANKS TO
SHORT ROUTES
AND SIMPLE
HANDLING

AUTOMATIC
TRANSPORT
OF GOODS TO
ALL LEVELS

FLEXIBLE USEABLE
FUNCTIONAL AREAS

SIMULTANEOUS
TRANSPORT OF FLAT
AND HANGING
GARMENTS

PERFECT
ORGANIZATION
AND OVERSIGHT

FLEXIBLY AND SYSTEMATICALLY PROVIDING ALL SALES CHANNELS WITH THE OPTIMAL SERVICE

Stores, outlets, online traders, web-shop customers: bugatti Retail GmbH's diverse distribution channels are a logistics challenge. In 2017, the company decided to expand its hanging garments warehouse in Goslar, creating a multifunctional central warehouse – mainly to anticipate the particularities of the growing eCommerce segment.

In addition to the full bugatti range, the new central warehouse was to take over the logistics for four other brands in the corporate group: Wilvorst, Corpus Line, Atelier Torino, and Tziacco. Moreover, shipments of various sizes needed to be handled, from batch size 1 to full truck loads of new garments – including widely varying planning schedules. Finally, returns from eCommerce customers needed to be collected quickly to be able to get the goods ready again with new labels so they could go out again within a day, depending on the batch size. Considering all these requirements, a perfect organization, clear overview and fast order processing was indispensable.

USE OF EXISTING BUILDING STRUCTURE

One central challenge proved to be the existing transport and storage system. This was too inflexible to be converted; it would have required an expensive new building. Looking for a solution, bugatti approached the systems supplier Schönenberger, who assessed the existing building structure as being good and sizeable enough to fully reorganize the workflows using their Omniflo system, even using the existing steel structure.

As Bruno Weis, head of logistics at the Goslar site explains, „Schönenberger's suggestion was so persuasive that we immediately dropped our plans for the new building. After all, the modular Omniflo system fitted fully into the existing space and could be adapted to suit our wishes."

INTELLIGENT REORGANIZATION OF WORKPLACES AND WAREHOUSE

How does a warehouse devoted entirely to hanging garments, with just one processing level and four storage levels, become a multifunctional logistics center?

The Schönenberger solution: mobile workplaces on all four

storage levels (each the size of a soccer field), customer-neutral stock and a system integrating all different functional areas. As a smart means of workflow management, Schönenberger suggested implementing a buffer zone in the receiving area which is large enough to flexibly process deliveries depending on urgency. With this inview, the receiving area was increased to half the size of a soccer field. And finally, acting as a general contractor, the systems specialist designed ergonomic workplaces in the receiving and packing area.

OPERATIONS CONTINUE DURING CONVERSION

In October 2017, the Schönenberger assembly team started the conversion work on the top level. While operations continued as normal on the levels below, this floor was cleared and the new system was installed. The team used this approach to work down through the other four storage levels.

Next came the second level with the ironing area, the workplaces in the returns department, the tunnel finisher and finally the first level comprising the functional areas of receipt and despatch of goods, quality control and packing area. The old conveyors were left until last and replaced by the new ones in a burst of strength in the final week. In May 2018, the conversion was complete. „Cooperation and communication worked very well," remembers Bruno Weis. „The Schönenberger team worked very competently, and when we asked for modifications they were immediately made during assembly."

EFFICIENT WORK THANKS TO FLEXIBLE ORGANIZATION AND SIMPLE HANDLING

Ever since the conversion the workers on the four warehouse levels in the new logistics center have been working at mobile workplaces. The working areas are well lit and spacious. For transport within the warehouse, basket trolleys are used for flat garments and long trolleys for hanging garments. They are easy to combine, interchangeable and so smooth-running that they can be easily pulled by the operator. Inclined conveyors move them automatically from one level to the next. Now that the ironing section and tunnel finisher are integrated, returned garments can also be processed quickly and efficiently. The workers also see it as a huge plus that the new plant is much quieter than the old one.



THE SCHÖNENBERGER TRANSPORT SYSTEM AT BUGATTI RETAIL

Scope of work

- Planning advice and support
- Detailed design
- Project management
- Production of customer-specific components
- Designing workplaces as a general contractor
- Installation, commissioning
- Staff training
- Service & Maintenance

Advantages for the customer

- Extremely flexible to use
- High availability of parts
- Fast turnaround times
- Short delivery times

- Gentle transport
- Orderly process
- Simple to extend

Technical solution

- The Schönenberger Omniflo logistics system for transporting hanging and flat garments
- Covers a distance of approx. 8 kilometers
- 2 loading loops
- 8 fully automated inclined conveyors
- 700 CTU trolleys for flat garments
- 100 tandem trolleys for bulky boxes
- 5,000 LTA trolleys for hanging garments with trapeze bar
- 3 vacuum lifters for cardboard boxes in receiving area
- 6 workplaces in packing area

„The Schönenberger Omniflo gives us a transport system that enables us to provide optimal services to every single brand and all distribution channels, with widely varying planning schedules. We are extremely satisfied.“

Bruno Weis, head of logistics at the Goslar site



BUGATTI RETAIL GMBH – A COMPANY RUN BY THE BUGATTI HOLDING COMPANY BRINKMANN

Brinkmann, the bugatti holding company, is one of Germany's leading manufacturers of men's clothing. The family-run company, founded in 1947 in the German town of Löhne by Friedrich Wilhelm Brinkmann, is now being run by the second and third generation of owners. Since 1953, the company has been based in the town of Herford where it employs approx. 400 members of staff. More than 1,000 are employed in Germany. In 2017, the company generated a turnover of 226 million euros. The export share is 44 per cent. The bugatti holding company exports its brands to more than 60 countries around the world. By far the most important export country is Italy, followed by the UK, Austria and the Netherlands.



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looks back on 40 years of experience in conveyor and storage technology. The company employs more than 80 people and has so far opened more than 2,500 plants worldwide. The focus is on transport systems with a center-hanging rail track for production and warehousing and, more generally, on plants for just-in-time or just-in-sequence supply to production, assembly, or dispatch workstations. Other core competences are in customer-specific solutions, including specially developed equipment and load carriers, as well as in electronic control systems and their integration—even into customers' own host systems.

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