

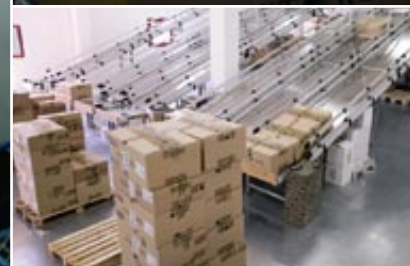


Punt Roma

Barcelona

118

AUTOMATED SOLUTION
ENHANCED OPERATION
PARTNERSHIP APPROACH



Key Highlights

The SDI Group Solution for Punt Roma

Punt Roma

AUTOMATED SOLUTION: An automated warehouse solution for both hanging and folded garments at the company's distribution centre located in Mataró, Barcelona.

ENHANCED OPERATION: The solution has been able to handle a significant growth in throughput at the site.

PARTNERSHIP APPROACH: SDI Group's unique consultancy approach resulted in a turn-key solution that met the precise needs of Punt Roma.

THE CHALLENGE

Punt Roma, the women's fashion retailer that has shops across Spain and other international locations, required an automated warehouse system at the company's distribution centre located in Mataró, Barcelona. The 35,000 sq m facility had previously operated a manual picking system, but Punt Roma needed a solution that would increase the capacity and efficiency at the site to handle added volumes that would result from the planned opening of new stores.

As Punt Roma's only distribution centre, the Mataró site serves all retail shops within the company's network. Therefore, it was essential that any new solution did not disrupt the company's day-to-day operation and minimum downtime occurred.

THE SOLUTION

SDI Group designed and installed a bespoke automated warehouse solution for both hanging and folded garments that could handle both inbound and outbound products to ensure that Punt Roma stores received orders in the timeliest manner possible.

By automating the picking and storage processes of garments within the distribution centre, the company has been able to handle a significant growth in throughput without the need to expand the warehouse footprint or workforce at the site. Furthermore, the installation has been designed to cope with further increases inline with Punt Roma's ambitious expansion plans, which will see the retail network increase in the next few years.

In addition, Punt Roma has achieved greater speed when preparing orders to better manage incoming demand from stores that have limited storage space to hold stock. It has also reduced the number of errors through enhanced pick accuracy and improved the returns process through enhanced verification and counting.

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THE SYSTEM

The automated warehouse solution incorporates a hang sorter for the high speed unit distribution of hanging garments and a flat sorter that will handle flat garments and accessories using totes. It will enable Punt Roma to handle day-to-day store replenishment and pre-prepared consignments for new campaigns.

A four-aisle double deep mini load with 16,000 locations provides storage for around 700,000 units. The storage and retrieval system feeds the SDI flat sorter inducts and the whole system is integrated with conveyors for inbound and outbound flows. Once an order is completed empty totes are returned automatically to the mini load.

The installation was undertaken during a fourteen month period in several stages to minimise any operation disruption and downtime, and was completed in the middle of 2007. As a result of effective project management the solution was delivered on time and on budget, and SDI Group continues to provide preventative maintenance support on an ongoing basis.



ABOUT PUNT ROMA

Punt Roma is a Spanish company that provides fashion for all kinds of women, offering a great variety of styles and sizes, always with the highest quality and the best price.

Currently, Punt Roma currently operates 167 shops around Spain and more than 20 stores in international markets.

ABOUT SDI GROUP

SDI Group plc, a leading specialist in the provision of integrated materials handling solutions for retail, wholesale, fulfilment and e-commerce distribution operations.

The Group's collective experience and expertise encompasses the entire spectrum of distribution centre operation and infrastructure, from consultation, design and building to installation, maintenance and support. As a global systems integrator, the Group designs solutions which improve productivity and retail sales margin while supporting sales growth.



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