

## Press Release

# Sportamore is growing with an expanded automated warehouse

**Gothenburg, 2019-05-14 – Sportamore, the largest and fastest-growing online vendor of sports clothing and equipment in the Nordic countries, has expanded its automated central warehouse in Eskilstuna in cooperation with Swisslog. The expansion began in February 2018 and was finished according to plan in February 2019.**

‘Together with Swisslog, we were able to complete the expansion without disrupting our regular production, something we’re very grateful for,’ says Sema Söderhäll, Chief Logistics Officer at Sportamore.

The expansion was planned a long time ago and consisted of more AutoStore® robots, conveyor systems and work stations for pick and pack. After this expansion, Sportamore’s automation solution consists of a total of 88 robots, 165.000 bins, six pick stations and 18 pack stations. The installation of the new equipment was done in four phases, and the project was tested and formally completed at the end of February 2019.

‘Now we have the capacity to handle double the sales volume of our current level. But since we’re growing so quickly, we’ve already begun to plan for what will happen in the next phase,’ says Sema Söderhäll.

Sportamore’s automated warehouse includes an AutoStore® – an automatic robot solution for bins, automatic conveyor technology (QuickMove conveyor system), work stations for pick and pack, internal delivery and handling of returns. The entire process is data-driven and operated by Swisslog’s WMS SynQ – “Synchronized Intelligence” in combination with Sportamore’s own WMS.

## **About Sportamore**

Sportamore AB (publ) is the largest and fastest-growing online vendor of sports clothing and equipment in the Nordic Countries. The company was established in 2009 and had its first online business day on 1 May 2010. Sportamore sells around 20.000 products from close to 300 different brands representing more than 30 different sports. Since the beginning, the company has focused on providing an assortment that is very attractive to clients because of free shipping, free returns, 30 days' open purchase and a price guarantee.

## **About Swisslog Logistics Automation**

We shape the future of intralogistics with robotic, data-driven and flexible automated solutions that achieve exceptional value for our customers. Swisslog helps forward-thinking companies optimize the performance of their warehouses and distribution centers with future-ready automation systems and software. Our integrated offering includes consulting, system design and implementation, and lifetime customer support in more than 50 countries.

Swisslog is a member of the KUKA Group, a leading global supplier of intelligent automation solutions with more than 14.000 employees worldwide.

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