



## CASE STUDY SPORTAMORE, SWEDEN

### SPORTAMORE INVESTING IN THE LOGISTICS SOLUTION OF THE FUTURE

Sportamore is the Nordic region's largest and fastest growing online sports retailer. The company was founded by Johan Ryding, Joakim Friedman and Jan Friedman in 2009 and the business operations started in the spring of the following year. The idea was to offer the market's widest range within sports and leisure at competitive prices, with good service and generous delivery terms. For example, free shipping, free returns, 30 days of open purchase and a price guarantee are offered. Everything to make it easy and risk-free to shop.

#### 16,000 INCLUDED IN THE RANGE

The wide range consists of approximately 16,000 products and 300 brands, and is purchased from more than 200 suppliers. Major brands included in the assortment are Nike, Adidas, Puma, Peak Performance, Converse, Reebok, ASICS, Newline, Craft, Björn Borg, Casall, Salomon, Tretorn, Haglöfs and Helly Hansen.

#### RAPID GROWTH IS INCREASING THE DEMANDS ON LOGISTICS

Sportamore is growing quickly. During the period 2012-2017, the company grew by more than four hundred and fifty percent. In 2015, Sportamore was listed on Nasdaq Stockholm, which created the conditions for

investing in continued rapid growth. As a consequence of the rapid growth, complexity is increasing in the supply chain when the number of customers, articles and products increases. The increased complexity has made it necessary to develop a logistics machine that can handle the supply of goods cost-effectively, quickly, and with flexibility and a high degree of service.





Sportamore's new automated warehouse in Eskilstuna, Sweden, combines a high degree of automation with fast and safe pick and pack.



"Swisslog was the supplier that could combine an efficient warehouse and robot solution with a decoupled pick and pack function"

Jonas Kolehmainen,  
Logistics Manager at Sportamore

"We handle a lot of single pieces, the order frequency is high and the number of SKUs increases steadily. Our big logistical challenge is to get fast, flexible and reliable order fulfilment that we can develop to fit our changing needs", says Jonas Kolehmainen, Logistics Manager at Sportamore.

## "THE LOGISTICS SOLUTION OF THE FUTURE"

During the fall of 2016, Sportamore's Board of Directors decided to invest in what it calls "the logistics solution of the future". An agreement was signed to lease a 23,000 square-meter logistics facility in Eskilstuna Logistics Park, about 100 kilometres southwest of Stockholm. The new warehouse is more than double the size of Sportamore's previous warehouse and gives the business a long-term solution. When the new facility is in full operation it will employ hundreds of people who will work with loading, picking and packing, delivery, planning, analysis and other logistics administration. All in close cooperation with state-of-the-art automation solutions.

"It is difficult to find large existing warehouses in the Stockholm area and a newly built warehouse in Stockholm would probably not have given us the expansion opportunities that we need. In Eskilstuna, we get a flexible and long-term solution that also gives us further expansion possibilities because there is available land that makes it possible to add-on to the facility with the same addi-

onal amount of storage space," says Jonas Kolehmainen and he adds that the warehouse solution will be further expanded.

## THE BEST OF BOTH WORLDS – FLEXIBLE AUTOMATION

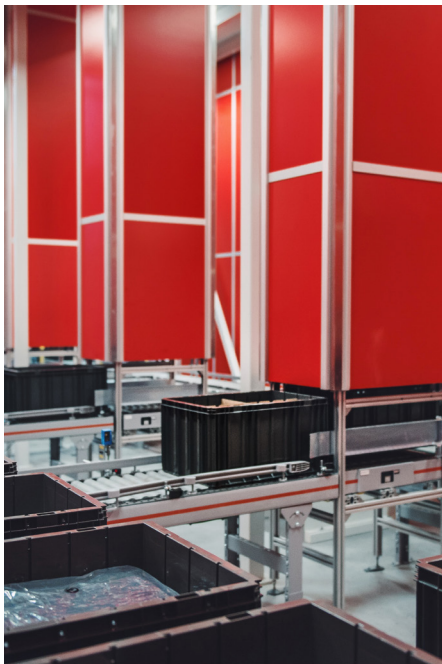
Sportamore's new warehouse building is being equipped by Swisslog. Jonas Kolehmainen and Sportamore wanted a modern warehouse solution that combines a high degree of automation with fast and safe pick and pack. Following a thorough procurement process, the choice fell on Swisslog.

"Swisslog was the supplier that could combine an efficient warehouse and robot solution with a decoupled pick and pack function. This is a solution that we perceive to give us the best of both worlds and the flexibility needed to handle our rapid growth and offer a high level of customer service," explains Jonas Kolehmainen.

The new warehouse houses an AutoStore, in other words, an automatic robot solution for handling bins, automated conveyor technology, workstations for pick, pack, internal delivery and returns. All returns are checked and handled as all other incoming deliveries. The whole process is data-driven, operated by Swisslog's WMS SynQ – "Synchronized Intelligence" – in combination with Sportamore's own WMS.

"Together with Swisslog, we worked creatively to utilise the benefits of AutoStore for





Sportamore has invested in efficient automated conveyor technology that quickly transports the goods.

automated inventory management and find a customized solution that fits our specific needs. In our solution, we have minimized the number of robots in the AutoStore and instead invested in efficient automated conveyor technology that quickly transports the goods to the pick stations so that lead times are minimized in our handling. The combination is cost-effective, fast and suits us perfectly since we handle a very high percentage of individual orders and a significant return flow," says Jonas Kolehmainen.

"The reason why we use two WMS is because it allows us to transition easier. We have our own WMS that we know well and together with Swisslog's SynQ and our own WMS, we have added the intelligence needed for AutoStore to prioritize and make fast moving products easily accessible", emphasizes Jonas Kolehmainen.

## MILESTONES IN SPORTAMORE'S DEVELOPMENT

According to Jonas Kolehmainen, the investment in the new storage centre is a decisive

step in Sportamore's continued development. The reason is that it creates a number of conditions needed to take the next step in the company's rapid expansion.

"The logistics centre is definitely a milestone for us. It is a 'future-proof' solution that gives us solid growth capacity and creates the conditions for lower handling costs, increased efficiency, productivity, continued high delivery quality and scalability. All in all, if we are to succeed in our ambition, we must consolidate our position as the leading sporting business online and continue to grow quickly and with profitability. In our warehouse, currently 60,000 AutoStore bins are handled, but it will be expanded by an additional 105,000 bins during our first year of operation."

## DEVELOPING THE ENTIRE SUPPLY FLOW

The move to the new facility took place during the summer when demand is more subdued and the new warehouse was put into operation at the beginning of August.

The new warehouse immediately resulted in several tangible effects. Among other things, the picking staff has been reduced by 75% at the same time that order capacity has increased by up to 50% in the initial phase. When the facility is in full operation and is working according to plan, Sportamore will start to further develop the entire supply flow with focus on economy, sustainability and customer service. Jonas Kolehmainen explains:

"For example, we will start working with coordinated incoming and outgoing deliveries, which means increased collaboration with suppliers and other partners. The vision for logistics is to provide customers with the maximum speed and flexibility in deliveries in an efficient and sustainable way. Our customers will be able to choose where, when and how to get their delivery. It is a matter of fast home delivery, but also of offering other delivery options with short lead times. The new flexible automated warehouse solution is a prerequisite for our success," says Jonas Kolehmainen.



## BENEFITS

- Highly efficient pick solution
- Future-proof
- Scalable & flexible for future growth
- Lower handling cost
- High degree of service
- High delivery quality

## SWISSLOG SERVICE

- Conceptual and detailed design study, design and engineering
- Service, support & spare parts

## FACTS AND FIGURES

### STORAGE & MATERIAL HANDLING

92 robots and 165,000 grid positions

QuickMove Conveyors

6 ProPick pick stations

18 pack stations

2 put away stations

Carton- and bag sorter

### WMS & CONTROLS

SynQ

– Warehouse Manager

– Automation Manager

– Automation Control

SPOC

AutoStore Control System



Swisslog's solutions are green and sustainable thanks to low weight constructions and regenerative energy solutions that reduces energy costs substantially.