



*FOR IMMEDIATE RELEASE*

## **PUMA selects Indigo WMS for new ‘Super G’ Distribution Centre**

**Durham, United Kingdom – 18<sup>th</sup> November 2019** - Global sportswear company PUMA has awarded Indigo Software a contract to implement Indigo WMS at the company’s new 13 acre Super G distribution centre in Glasshoughton in Yorkshire. When fully implemented, Indigo WMS will control the entire 261,000 sq ft warehouse process.

With over 40 years’ presence in Yorkshire and with a valuable and loyal workforce, it was PUMA’s priority to find a new distribution hub which would sustain its existing business and facilitate its exciting future growth plans. Super G is a facility that meets both these needs and allows it to consolidate the three previous warehouses used to manage the company’s wholesale operations.

To maximise efficiency, PUMA’s new distribution centre will include partial automation features integrated with Indigo WMS. An automated scanning system will record all inbound items upon arrival, before they are labelled, assigned to the correct location and moved. Stock items will be transported by automated conveyor to the labelling area, where a unique identifier is added to each unit, specifying the SKU, volume and putaway location.

All these processes will be driven through Indigo WMS, ensuring stock can be located instantly, space utilisation is optimised and pallets of orders can be assembled more quickly. Data will be captured automatically in real-time, so management will have an immediate snapshot of supply chain operations at any time.

PUMA will also be trialling voice picking, with the intention of using this technology to improve turnaround times on fast track replenishment orders for its most popular lines.

“We carefully reviewed our processes and considered a range of technology options, deciding that Indigo WMS was the best fit for PUMA’s long-term growth requirements and complemented our existing ERP system. We were also confident that Indigo could meet the precise implementation timescales and deliver on our logistics growth target,” said Darren Schofield, Head of Operations UKIB at PUMA.

As part of the project planning phase, Indigo conducted a full warehouse process review, to ensure that the technology being introduced would address PUMA’s warehouse business goals.

“PUMA’s new distribution centre is going to open up a new world of paperless warehouse efficiency, with fully integrated, semi-automated operations offering a full audit trail and the

accountability to support many business improvements,” said Colin Hough, Director of Client Sales EMEA and Americas at Indigo Software.

Once live, Indigo WMS will give PUMA the following enhanced warehouse management capabilities:

- Mobile first solution with touchscreen control panels and advanced reporting;
- Full integration with automated conveyors and scanners;
- Use with multiphase VNA (very narrow aisle) semi-automated forklifts;
- New batch pick and sortation process for faster turnaround times;
- Dynamic pick faces to optimise pick speeds and support automated replenishment to any empty location;
- Carrier integration reducing dispatch lead times;
- Systematic packing process to increase customer put away efficiency, since replenishment orders are more accurately labelled;
- Perpetual Inventory stock counting, reducing disruption in the warehouse during stock counting cycles and minimising shrinkage.

“Indigo’s software is great but ultimately, it is all about the people. Early on in the project it was clear their consulting team were very highly skilled and could deliver everything we needed to our strict timescales. It’s a very valuable technology partnership,” said Dave Butler, Head of IT & Business Solutions UKIB at PUMA.

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#### **Notes for Editors:**

##### **About PUMA**

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world’s fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

##### **About Indigo Software**

Indigo is a leading global warehousing and logistics supplier providing warehouse management system (WMS) software solutions either on premise or in the Cloud. Indigo provides WMS solutions for industries including food & drink, fashion & apparel, FMCG & high technology, automotive, wholesale & distribution, pharmaceuticals, chemicals & cosmetics. Indigo’s extensive list of happy and referenceable customers includes: Samworth Brothers, Grencore, PUMA, Dairy Crest, Animal, Regatta, Tommee Tippee, Tetrosyl, Ionics, Panache Lingerie, Evans Vanodine, Bunzl and Wesfarmers. Established for nearly 40 years, Indigo’s

success is due to our long-term customer focus, strong company values, in-depth industry experience and because we deliver and support a total solution with competence, expertise and integrity, to serve our customers' mission critical businesses. For further information about Indigo please visit the website at <http://www.indigo.co.uk>.

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