



## ***PRESS RELEASE***

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### **The adidas Group automates with KNAPP**

**KNAPP AG has won a major order to automate the new Campus North distribution centre of the adidas Group in Germany, which supports the company's European e-commerce business.**



*The adidas store in Beijing – ©adidas*

The adidas Group, international player in sportswear manufacturing with the brands adidas and Reebok, has commissioned KNAPP to automate its new e-commerce centre in Rieste, near Osnabrück in northwest Germany. With the provision of a new, high-performance all-in-shuttle solution, KNAPP will support the adidas Group in handling the flow of e-commerce

goods, enabling strong growth in the business and making it possible for the organisation to react flexibly to the changing demands in the sportswear sector.

With more than 55,000 employees in over 160 countries, the adidas Group produces a wide range of articles each year. In peak periods, more than 350,000 products a day leave the group's largest distribution centre worldwide. The expansion of the facility with KNAPP's automation solution will allow the constantly growing volume of e-commerce orders to be handled effectively. Alongside managing the large quantities of outgoing deliveries and the constantly changing assortment, the adidas Group has a strong focus on customer service. Fast transit times and high levels of flexibility were therefore crucial in the choice of system.

The e-commerce solution being delivered by KNAPP, particularly its OSR Shuttle™ technology, fits the bill precisely for these requirements. Thanks to the design of the Pick-it-Easy Shop workstations, order picking is carried out ergonomically according to the goods-to-person principle in an intuitive, error-free workflow. The warehouse logistics software, KiSoft, guarantees efficient processing for every article in the online shop.



*With the OSR Shuttle™, every article in storage is ready for picking – ©KNAPP*

Start-up of the new system is planned for 2018. Gerald Hofer, CEO of KNAPP AG, is delighted about the new order: "This project is a prime example of our philosophy of *making*



*complexity simple.* The flexible OSR Shuttle™ solution provides access at all times to all articles and gives the adidas Group the independence needed for future business development. The entire solution is modularly constructed and can be easily expanded. We look forward to the collaboration with the adidas Group and the successful realization of this all-in-shuttle project.”



*The design of the Pick-it-Easy Shop workstations means that goods-to-person picking is carried out in an intuitive, ergonomic and error-free workflow – ©KNAPP*

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*High-resolution versions of the images above are available on request to: [heidi@bridgeland-copyright.co.uk](mailto:heidi@bridgeland-copyright.co.uk)*

## **About the KNAPP Group**

The KNAPP Group includes KNAPP AG in Hart bei Graz (Austria), KNAPP Systemintegration GmbH in Leoben (Austria), KNAPP Industry Solutions GmbH in Dobl (Austria), Dürkopp Fördertechnik GmbH in Bielefeld (Germany), KNAPP AB in Scandinavia and the KHT Apostore Group in Gelsenkirchen (Germany). The group operates internationally in the field of warehouse automation and warehouse logistics software and invests about 30 million euros each year in research and development. KNAPP is a leading global provider of all-in-one intralogistics solutions, specializing in the core sectors of pharma, fashion, retail, food retail and industry. With around 3,000 employees, the company generated a turnover of 582 million euros in the past business year.

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