



psb Best Practice

New Look

Multi-functional distribution center for hanging and flat goods



CREATING YOUR
INTRALOGISTICS

New Look

Multi-functional distribution center for hanging and flat goods

NEW LOOK

Customer

New Look Retailers Ltd.
Newcastle-under-Lyme / UK

System

21 *sprinter* with *optimizer* load handling device, 9 *runloader*, 4 *maxloader*, pick-by-light, high performance sorter, *selektron* WCS

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New Look, one of the leading young fashion retailers in the UK, there it operates more than 570 stores.

Design criteria

By relocating the existing distribution centers into a single distribution warehouse facility, the shops are now supplied with hanging and flat goods, shoes and accessories more efficiently.

The solution

During an intensive planning phase, a multi-functional distribution concept was worked out. psb's wide product range allowed customized solutions for the individual areas.

In the flat goods area, a combined warehouse for pallets and single cartons, constitutes the center of all processes; in the hanging garments area, an automated high bay warehouse, operated by *psb runloader* miniload cranes, represents the prime focus of the operations. Incoming goods are handled by a trolley conveyor system. The subsequent sortation processes are carried out via different conveyor and sortation

systems, for bundles or single items respectively.

The order picking stations are integrated into the storage racks. This allows for the automated supply by *maxloader* stacker cranes for pallets, or *sprinter* stacker cranes with *optimizer* onboard handling devices (multi-deep/double-deep). Order picking according to the pick&pack principle is supported electronically by a pick-by-light system. An efficient conveyor and distribution system for cartons and totes connects the individual pick zones, and integrates cross docking into the overall concept.

The intralogistic modules and the necessary associated processes are controlled by the *psb selektron* Warehouse Control System. In parts, the WCS fulfils various warehouse management operational functionalities too.

