



case study **RHENUS WAREHOUSING SOLUTIONS**

OUTSOURCING IN LOGISTICS: HOW THE FASHION RETAILER GANT BENEFITS IN TERMS OF ITS WAREHOUSING OPERATIONS

ABOUT THE CUSTOMER

Elegance in conjunction with coolness – GANT is a premium lifestyle brand.

GANT DACH GmbH, a subsidiary of **GANT Holding AB**, supplies individual stores, wholesalers as well as outlet centres with high-quality clothing for men, women and children, accessories and homeware gifts. The fashion retailer, which has its headquarters in Holzwickede, **employees 457 people**. The company generated brand **turnover of EUR 178 million** in its core business during 2019.

MORE EFFICIENCY AND FLEXIBILITY THROUGH OPTIMAL PROCESSES

GANT AND RHENUS COOPERATE SUCCESSFULLY

Shorts in July and woollen overcoats in November – trends need to be available at the right place and at the right time in the textile sector. This places high demands on logistics operations. Because it has the logistics specialist Rhenus at its side, the fashion company GANT is now in a position to manage the increasing numbers of items in its outgoing goods section. By outsourcing its logistics, it has been possible to optimise internal processes as well as transportation, handling and warehousing. As a result, GANT can make use of considerable advantages in terms of efficiency, flexibility and its ability to supply items.



OUTSOURCING LOGISTICS UPGRADES BUSINESS OPERATIONS

DESCRIPTION OF THE PROJECT

The service provider, Rhenus, took over the B2B logistics for Germany, Austria and Switzerland in February 2017. Since that time, the flow of materials has been automated. The company provides notification of deliveries and takes into consideration customised shipping instructions, before Rhenus Freight Logistics takes over the outside deliveries to B2B customers. Rhenus handles the incoming goods, processes returns, handles dispatch and stocktaking operations for GANT, both digitally and using hand-held scanners. Picking takes place using a pick-by-voice system. The Warehouse Management System at Rhenus handles the complete flow of materials. The Rhenus Integrated System forms the common platform with the customer.



LOOKING FOR A THIRD-PARTY LOGISTICS SPECIALIST

THE CHALLENGE

As is the case in other sectors, the requirements for warehouse logistics are continually increasing in the textiles business: flows of goods are rising constantly, delivery deadlines are becoming ever shorter and costs are mounting. The clothing sector is also characterised by seasonal factors to a very great degree and the logistics processes are usually extremely complex. The logistics partner needs to handle premium products sensitively and provide reliable deliveries. As most of the warehousing tasks were handled manually in the past, GANT quickly reached its capacity limits. The fashion retailer was looking for a partner to provide competent and forward-looking management services and discovered Rhenus, one of the leading logistics specialists with global operations.



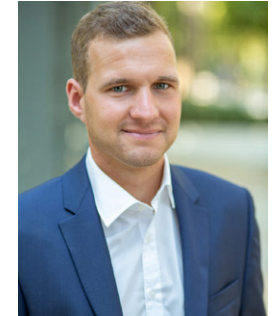
IDEAL WAREHOUSE SOLUTIONS

BENEFITS FOR THE CUSTOMER

“Our working relationship based on trust has quickly borne fruit,” says Rhenus Operations Manager, Henning Brands. “We identified optimisation potential and reconsidered our standard processes.” What followed was the new construction of a shelving system with several levels occupying an area measuring 10,000 square metres at the Rhenus business site in Duisburg in 2018. There is also a block storage area measuring 3,500 square metres and 3,000 high bay warehouse spaces. The service company has been operating the central distribution warehouse for GANT since 2019. Rhenus Freight Logistics handles the transport operations from Portugal, Romania, Italy and Turkey. The goods are dispatched to 28 countries, 4,500 consignments leave the warehouse every month. The cooperation is to be further intensified in the course of 2021, when Rhenus will also start handling the European e-commerce business on behalf of GANT. “With Rhenus at our side, we can promise customers the maximum degree of reliability, delivery quality and flexibility,” says Alexander Müller, Finance Director for Germany, Austria and Switzerland at GANT. “We also have a very efficient partner, with which we will be able to successfully meet the future logistics requirements in our sector.”

- 10,000 square metres at the Rhenus business site in Duisburg in 2018
- 3,500 square metres of block storage area
- 3,000 high bay warehouse spaces
- 4,500 consignments leave the warehouse every month

“Our working relationship based on trust has quickly borne fruit. We identified optimisation potential and reconsidered our standard processes.”



Henning Brands
Rhenus Operations Manager



Alexander Müller
Chief Financial Officer for Germany, Austria and
Switzerland at GANT

“With Rhenus at our side, we can promise customers the maximum degree of reliability, delivery quality and flexibility.”

Your contact person

Maria Gatsios
International Key Account Manager

Maria.Gatsios@de.rhenus.com
+49 2301 2923 38