



**RHENUS**  
**WAREHOUSING SOLUTIONS**  
**RHENUS ENSURES**  
**SPEED AT FAST FASHION**  
**WAREHOUSES**

case study



Do you need to quickly buy a new outfit for an upcoming event? Put it in the shopping basket – send off the order – and everything is done! Ordering fashion items on an e-commerce platform has two advantages: a huge selection and rapid deliveries are available with just a few clicks. Handling the order quickly from the time that it arrives until it reaches the customer's doorstep is only possible with reliable warehouse logistics and extensive global competence as well as an understanding of e-commerce. Therefore, leading fast fashion retailers all over the world have been relying on Rhenus Warehousing Solutions as a partner.

One of them is based in the Polish Poznań area. The project started several years ago and is a huge success: the warehouse has grown to more than eight times its original size during this time.

Fast fashion describes a market segment in the clothing industry which produces and sells fashion collections at high speed. The pace of this fast-moving business increases even more at peak times. Speed is therefore the top priority, not just for the retail business, but also in the warehouse logistics – and this is also true of one of the world's leading fast fashion retailers.

## THE SALES CENTRE IN POLAND IS DESIGNED TO SUPPLY EUROPEAN MARKETS

The logistics specialist was to develop a warehouse where most processes would be handled manually and coordinate the allocation of employees. The warehouse was to be able to handle significant seasonal peaks with an increase in volumes of up to 300 per cent at times.

The aim was to have a PAN-EU sales centre to supply the dozens of European markets via the e-commerce sales channel. The groups of goods involve flat or hanging clothes items, shoes, underwear and fashion jewellery.

## THE PLUS POINTS AT RHENUS: ITS EXPERTISE AND RAPID IMPLEMENTATION

Rhenus Warehousing Solutions was able to secure the contract emerging from the tender procedure and beat off the competition from other sector leaders. Rhenus not only benefitted from its expertise in warehouse projects for e-commerce and fashion, but also the high flexibility of the offered solution.

Rhenus was awarded the project for its speed in making decisions and implementation keeping to a tight time schedule. Personnel planning was also a decisive element in the concept. The project was developed on the basis of experience that Rhenus had gathered with other e-commerce projects in Poland.

## THE CHALLENGE: MAKING WORKERS AND INFRASTRUCTURE AVAILABLE

The decision was made to use a warehouse site in region of Poznań. The warehouse was selected on the basis of its favourable location relative to the target markets. The rented facility also had adequate capacity, which will enable the project to grow during the next few years. The customer expected a rapid implementation period of just seven weeks.

'This represented a challenge,' says Paweł Nowak, Contract Logistics Operations Director, Rhenus Logistics S.A. 'We had to employ all the personnel during this time. We had to set up the IT system and the infrastructure in good time and make the preparations for storing and handling the goods.'





## THE SOLUTION: THE WAREHOUSE IS TO GROW IN LINE WITH DEMANDS

Given the low unemployment rate of less than 1.5 per cent in the region, a large number of workers were not available in the immediate vicinity. Rhenus therefore recruited employees from a radius of 100 km from the warehouse site. Thanks to smooth IT integration it was possible to complete the implementation work within the set time frame. The customer selected the warehouse solution it had already used in the past, which consequently saved time.

The carton warehouse made it possible to grow quickly at the start of the project. As the degree of complexity grew – with the additional supplying of the fixed-site retail sector in place for several years – a high-performance solution was required. Rhenus therefore introduced intermediate levels in order to increase the surface area at the warehouse.

## THE RESULT: COOPERATION MARKED BY PARTNERSHIP PROMOTES GROWTH

The fact that the project has expanded indicates its success: the warehouse space has increased more than eightfold in seven years. Between 1,700 and 2,000 full-time employees work at the warehouse during normal operations. The capacities are so flexible that 2,700 employees can ensure that dozens of thousands of pieces are processed quickly and reliably during peak periods and reach dozen of European markets.

The fact that we've been able to involve our top managers in the project on a continual basis illustrates our commitment and the customer greatly appreciates this,' says Piotr Hoch, Sales & Business Development Director – Contract Logistics, Rhenus Logistics S.A.



The customer was actively involved in preparing the project and was able to personally ensure that the processes were handled properly. This approach has created a relationship marked by partnership that's not typical for a services provider.

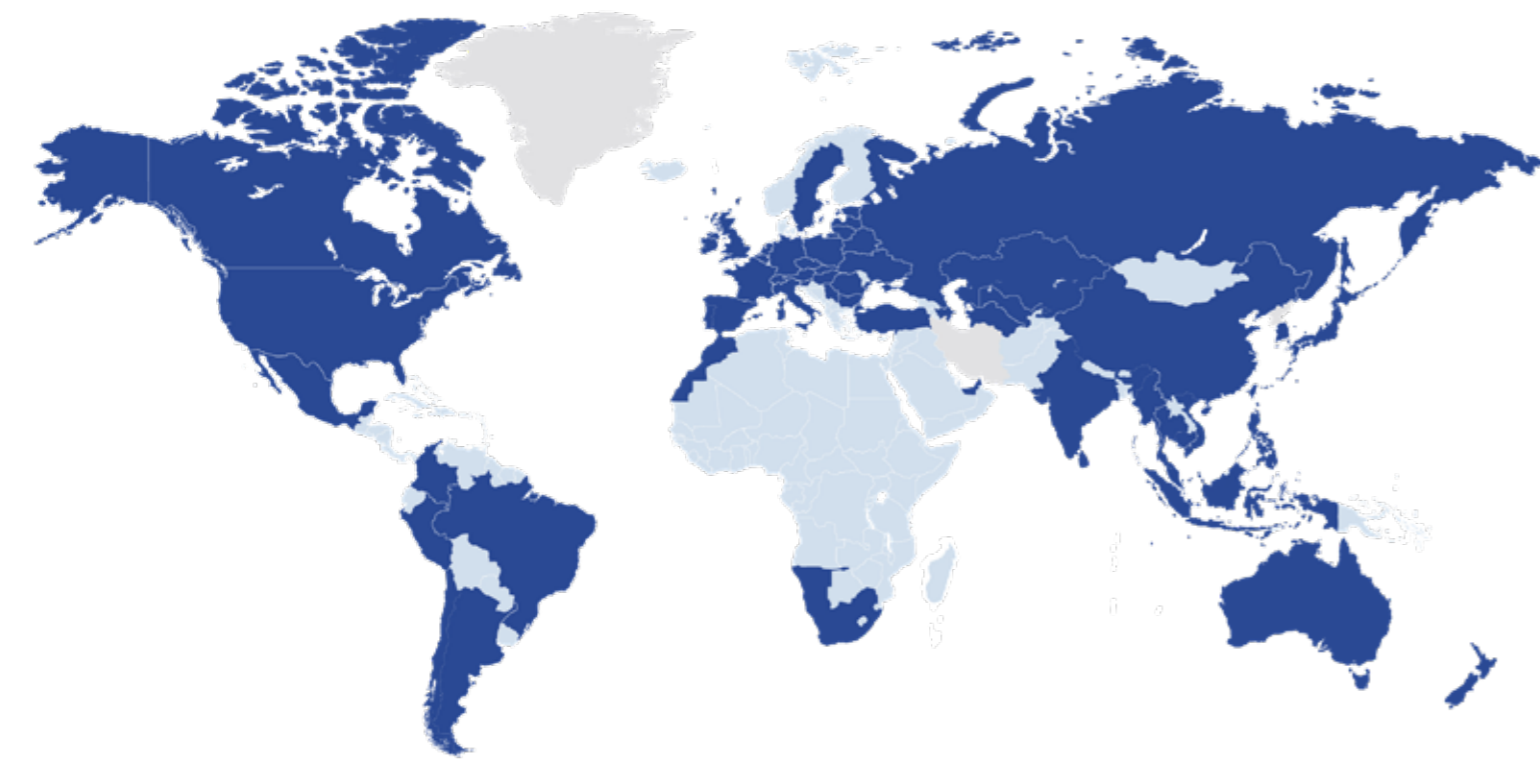
**Piotr Hoch**

Sales & Business Development  
Director – Contract Logistics,  
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# THE RHENUS GROUP IS A LEADING LOGISTICS SERVICE PROVIDER WITH GLOBAL BUSINESS OPERATIONS AND AN ANNUAL TURNOVER OF EUR 5.4 BILLION.

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## AT A GLANCE

With an annual turnover of EUR 5.4 billion, the Rhenus Group is one of the leading global logistics service providers. Rhenus has 33,500 employees across 820 sites.

The Rhenus Group offers solutions for a wide range of industries along the entire supply chain, including multimodal transport, warehousing, customs clearance and innovative value-added services.

-  Rhenus Group
-  Partners and agents
-  No partners or agents