

TGW Logistics Group



About TGW

TGW Logistics Group is a global systems integrator of automated warehouse solutions. We provide end-to-end solutions from system design, to manufacturing to implementation, to ongoing lifetime services.

With over 50 years of experience in the material handling industry, TGW partners with leading brands such as Puma, Urban Outfitters, Gap, Fastenal, and TVH to optimize their supply chain processes.

TGW's global network includes more than 3,700 employees, in 21 locations, across three continents.

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Growth & Impact



One-Stop Provider

System design,
Manufacturing,
Implementation,
Lifetime services



Dedication

3,700 employees and
over 50 years of
industry experience



End-to-End Solutions

from goods receipt, to storage,
to order fulfillment, to packing,
and to shipping

Omni-Channel DC for Puma

PUMA FOREVER FASTER



The Project

Puma, one of the world's leading sporting goods manufacturers for shoes, clothing, and accessories invested in a new central European Distribution Center in Germany. Puma's goal was to combine multiple B2C/B2B distribution centers into one fulfillment center. The new omni-channel DC serves all channels (retail, wholesale, and direct) from one location.

The Solution

TGW designed and implemented an end-to-end fulfillment solution that went live in April 2020. At the core of the solution is FlashPick®, TGW's goods-to-person order fulfillment system. The system is based on a shuttle system with more than five hundred shuttles and a capacity of 713,000 storage locations. The shuttles replenish high-performance picking workstations. Order processing takes on average only ten minutes. As a result, Puma is able to process up to 74 million items per year and ship them directly to retail stores and direct customers.

The benefits

- **Omni-Channel Fulfillment:** one system for all channels (retail/wholesale/direct)
- **Fast Throughput:** ten minutes order lead time
- **Centralization:** one distribution center for all European orders
- **Robotics:** palletizing robots for fast order processing and customer friendly shipping



“Fast and sustainable logistics – that's what Geiselwind is about. TGW as a general contractor for intralogistics, has played an important role here. We are thankful for the excellent collaboration as partners.”

Maximilian Molkenthin, Senior Head of Logistics PUMA SE