

HUGO BOSS Adds Datalogic to its Fashion Line

The HUGO BOSS Group orders the Gryphon™ instinctive hand held reader for its headquarters in Metzingen, Germany, for order processing and warehouse activities.



HUGO BOSS is a global market leader in the high fashion market, and is represented by three independent brands: BOSS, HUGO and BALDESSARINI. These three brands and their extensive collections address a variety of target groups, catering to the demands of each with respect to fashion statement, tailoring, workmanship, materials and pricing. HUGO BOSS distributes its products internationally to 102 countries and more than 5,000 retail shops. Its business-to-business activities use integrated IT systems to enable an efficient exchange of data with its customers as well as smooth, flexible and prompt coordination of deliveries. Modern warehousing and materials handling technology in the distribution centres contributes to efficient product flow management along the entire process chain.

To ensure all of this HUGO BOSS uses a bar code reading system in its headquarter site in Metzingen. It identified a need to extend this system in the warehouse for shipping activities and in the showrooms for order processing, and turned to Datalogic for help. Datalogic's Gryphon™ instinctive hand held reader best suited the requirements of the applications, and Datalogic was able to respond promptly to the urgency of HUGO BOSS by delivering all the units on the same day the order was placed.

In the warehouse, the garments are placed on suspended racks in order not to crease the clothes. When an order is ready the garments are loaded in the lorries directly from the suspended racks. Each item is labelled with a bar code which is read with the Gryphon™ Mobile readers before the goods enter the lorry to verify if it corresponds with the order placed, and to update the inventory system at the same

Customer
HUGO BOSS

Industry
Distribution & Retail

Application
Order processing, Warehousing

Country
Germany

Datalogic Business Solution
Warehouse Management Systems

Datalogic Product
Gryphon™

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time. The Gryphon™ Mobile is particularly suitable for this operation because it permits users to walk around the clothes racks freely.

In the showrooms, the Gryphon™ Desk reader is used for order processing activities. Once the customer has chosen a particular model, an order is placed by reading the corresponding bar code in the "colour card catalogue" where each model is laid out together with the choice of material and colour. In this way, the order is entered directly into the IT system without manual intervention, to avoid errors. The codes used in the elegant colour card catalogue pose a particular problem in that they are reflective low contrast codes (silver on black), however, the Gryphon™ is able to read them without difficulty.

In this way the HUGO BOSS Group is able to maintain its position as global market leader in the high fashion market, guaranteeing efficient and professional business processes worldwide.

