

Case Study | Airwair (Dr Martens)



Airwair steps forward with ASG warehouse location solution

ASG Services provides labelling and barcoding system for iconic footwear brand

Background

Airwair International - or, as you may know them, Dr. Martens - is a British footwear brand, which also makes a range of accessories from shoe care products to clothing.

Dr. Martens' continuing success saw the recent opening of a new 104,000 sq ft distribution centre in Raunds, Northamptonshire.

Problem

A sophisticated labelling and barcoding system was therefore required to ensure quick handling and sourcing of stock within the new warehouse.

The barcoding within the warehouse is vital to the productivity of Airwair's operation, and an ineffective labelling system would prevent efficient stock sourcing.

Solution

Following an initial assessment, ASG's labelling solution was installed and completed in 10 weeks. It was provided through an understanding of how the warehouse physically operates, giving Airwair a system that worked in the most efficient way possible.

"We supplied a whole range of different labels within the system," said Russell Bobin, UK sales manager for ASG Services, "These included upper beam labels, shelf pick indicators, and aisle markers that all worked well in different parts of the warehouse."

Also included on all of the Airwair aisle markers was the Airwair logo applied using a specialist UV printing process, which gave a more corporate finishing touch to the labels. (Continued over)



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Mark Ashton | Warehouse Manager - Airwair

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Outcome

Overall, the new labelling and barcoding system has been a resounding success.

“We definitely feel like we’ve already seen the benefits of the new system, and the labelling and colour identification combined with the shelving layout has made working in the warehouse much more efficient. It’s helped to streamline the location process and not over-complicate things,” said Mark Ashton, warehouse manager at Airwair. “We’d certainly recommend ASG and its products to other companies.”

As Russell concluded: “It wasn’t a price-driven project for Airwair, and certainly there were cheaper systems out there, but they felt quite rightly that if you pay a bit more then you get a better quality.”

The ASG barcoding solution will now allow Airwair to step forward to working efficiently in its new warehouse.



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