

DATALOGIC BOOSTS EFFICIENCIES WITH 200 HIGH SPEED BARCODE READERS AT MAJOR SPORTS GOODS LOGISTICS HUB IN CHINA

Bologna, 14th November 2013 – Datalogic is boosting efficiency and precision for a major sports and apparel manufacturer's Chinese logistics center in Jiangsu Province, one of the largest logistics centers in Asia.

The company's logistics center was established in 2011 and operates as a giant central processor. The sorting and management of all the goods depend on powerful digital information acquisition and handling capabilities, including a 9km conveyor belt, order picking machines, automated warehouse management systems etc. The logistics technology and equipment make the center one of the best in the world for allocative efficiency and throughput capability.

The key element in the entire logistics process is precision and Datalogic's products and solutions ensure this is maintained at every step of the product cycle - scanning goods in the labeling area, on the high speed sorting conveyor; on the conveyor belt prior to loading and in the shipping holding warehouse. This required 200 Datalogic [DS4800 barcode readers](#) to be installed every 20-30 meters on the conveyor line – and to ensure they are easily accommodated in the limited available space. As a result, the customer states it is fully satisfied with the new process as it ensures that the entire management, classification and sorting of the goods are fully controlled and monitored. Datalogic's DS4800 readers provide high speed performance, even with damaged, inclined or contaminated barcodes. By using Datalogic barcode readers to identify goods' data, error rates has been significantly reduced, according to the customer.

The logistics hub in China stores footwear and garments in a warehouse divided into two large units: the boxes unit and the pallets unit. Due to distribution and sorting needs, the garments distribution area is divided into three floors: the top floor has 45,000 independently coded set shelves, the second floor is equipped with two automatic sorting systems and the first floor contains the packing, loading and distribution areas.

After the goods pass all checks in distribution and sorting, they are moved to the packaging area, where the distribution center system automatically prints a label for each order with the information regarding items and quantity. The computer can also estimate the volume of goods and helps the operator to choose the most appropriate package for a specific order, where the shipping label is then applied.

Datalogic's series of DS4800 scanners maintain the fast and efficient tracking process all along the transport conveyors – identifying data and highlighting errors.

Before loading and shipping, the collected data enables the warehouse management system also to screen the information, according to delivery time and distribution needs. It also facilitates the evaluation of several transportation options and multiple logistics networks – thereby ensuring the goods are delivered in the most efficient, accurate and punctual manner - and at the lowest cost.

"Ensuring fast and accurate logistics processes by generating data, which adds value to securing supply chains, is a major factor in maintaining economies of scale and product quality for large operations. We are proud to include prestigious brands in our customer base, who are enhancing their logistics through Datalogic's solutions," said Dr. Romano Volta, Chairman and CEO of Datalogic Group.