



Beyond Borders: Nike Utilizes Long Loop Sorter Technology to Better Serve Customers in EMEA Region

Tucked in a small suburb of Antwerp, Belgium is one of the largest and most highly-sophisticated high bay warehouses and distribution centers (DCs) in the world. Seattle-based sports apparel and shoe titan Nike uses the 30,000 square meter facility, dubbed the “Nike Logistics Centre of Excellence,” to serve its base of customers across Europe, the Middle East and Africa (EMEA). In 2011 alone, sales in the EMEA region accounted for approximately \$4.8 billion in revenue or 27% of total Nike brand revenue, making it the second largest region for corporate sales.

According to the global material handling systems provider Vanderlande Industries B.V., Nike’s “material handling system handles the entire carton flow...(with a) total assortment of 25,000 SKUs and 34 million items handled per year. The heart of the system is a 280 meter long loop sorter, which will handle both automated inbound and outbound sortation of cartons. The sortation capacity is 6,000 items per hour.”

Without the long loop sorter technology the process of sorting Nike’s products such as footballs and sport bags would take significantly longer and reduce the company’s overall efficiency and profitability. Regular maintenance and speedy repair of the long loop sorter is critical to moving high volumes through the facility and out to customers daily.

Sources:

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