

# PUMA



**Location:** United States  
**Industry:** Retail  
**Partner:** Bastian Solutions

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. Headquartered in Herzogenaurach, Germany, PUMA's more than 14,000 employees are located in more than 120 countries.

PUMA has almost doubled its e-commerce business in recent years. In this process, warehouse automation has been imperative to the company's success. PUMA chose AutoStore due to its optimal use of space in the warehouse on the one hand and its high speed on the other hand to ensure same-day delivery even during peak times. The AutoStore supports the e-commerce and the wholesale fulfillment of PUMA.

PUMA has also achieved increased employee satisfaction due to the technology-driven and simple operation of the AutoStore system. In addition, the sporting goods manufacturer is seeing increased quality in its logistics processes, particularly in minimizing picking errors. PUMA has a hit rate in order accuracy of 99%, which underlines the consistency of logistics at PUMA. With AutoStore, PUMA manages to ship over 100,000 orders per day, even during peak times.



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We are very proud of the speed in which we can deliver to our customers.

**Thomas Liske**  
 Global Director of Logistics,  
 PUMA

Items

**5.5 million**

Order accuracy

**99%**

Ports

**37**

Robots

**175**