

Multi-million dollar apparel wholesaler uses Storeganizer to accommodate significant growth

About Conquest Sport

With a 10,000m2 facility based in a prime eastern Melbourne suburb, Peter Moulder, Logistics Manager at Conquest Sports knew he was facing a significant challenge when learning of the new partnership between Conquest Sports and Hurley. Although this was a very exciting long-term growth opportunity for the business, he knew he had to manage the operational impact due to a significant increase in SKU count.

Having only been given 3 months to transition, Peter knew he had to find a quick and cost-effective solution as his existing facility was operating at full capacity. "I really didn't want to operate out of a satellite facility as this would add unnecessary cost and inefficiency to our existing operations, so I was looking at Absolute Storage Systems to provide a solution that would suit our needs as a growing business", says Peter.

The challenge

Conquest Sports was operating their existing apparel storage and pick/pack activity – including all seasonal and promotional stock - from a 350m2 location in their warehouse. Picking was managed out of a wooden structure providing each size and type of product with a unique pick slot to avoid mis picks and increase efficiency. The total amount of units in this location was 100,000 and Peter knew that this was going to grow to a significant 250,000 units as part of the transition, so he needed a solution fast to avoid having to procure a separate facility.

Conquest Sports was established in 1982 and is an Australian leading footwear and apparel distributor for global brands in the ANZ market. At the start of 2020 it grew significantly overnight due to a new partnership with Hurley Australasia to exclusively warehouse and distribute their range in the Australian and New Zealand markets.

Peter knew he needed a solution that allowed him to increase the density significantly and provide him with the stock capacity to manage the additional 150,000 lines that were being transferred in a matter of months.

Difficult to believe

When Peter's query came in the team at Absolute Storage Systems immediately thought of the innovative Storeganizer solution as a potential solution and contacted exclusive Australian distributor Market Knowledge to help them provide an overview of how many locations and stock could be located with their solution in the existing 350m2 space in traditional racking.

“It allowed me to manage the growth opportunity without having to source a new warehouse.”

Peter Moulder, Logistics Manager,
Conquest Sports

Whilst the teams at Absolute Storage Systems and Market Knowledge were working on providing a business case, Peter was nervous, he remembers. "At the start I wasn't quite sure about Storeganizer as a solution for my needs, I'd heard about it in the market but I couldn't quite see how a total of 250,000 units could be accommodated in this already small space. I was on a very short timeframe and needed a solution within a 3 months, it was hectic!"

To allow Peter to put his mind at ease the MarketKnowledge team put him in contact with existing apparel customer Asics in Sydney who had been using the Storeganizer solution for multiple years. "To talk to a major reference point and hear about the significant density increase, pick path reduction and overall efficiency increase certainly helped in the decision-making process, Peter says."

The solution

In the end the teams at Absolute Storage Systems and MarketKnowledge advised to install 73 back to back bays of Storeganizer

BEFORE 100,000 SKU



AFTER 250,000 SKU



Picking was managed out of a wooden structure providing each size and type of product with a unique pick slot. Installing 73 back to back bays of Storeganizer gave Conquest Sports a total of 4,710 unique pick locations per aisle versus a previous 144 .

maximizing pick paths from a previous single lane picking configuration and creating a total of 4,710 unique pick locations versus a previous 144 .

This collaborative suggestion by Absolute Storage Systems and MarketKnowledge was really welcomed by Peter. “It completely re-imagined the small space that I was operating in, maximized all available floor space and allowed me to manage the Hurley growth opportunity without having to source a new satellite warehouse – I could manage all new activity within the existing 350m2. I would have needed close to 1000m2 without the Storeganizer density solution”.

After having used Storeganizer for a few months now the pick team and Peter at Conquest love the solution. It’s easy to use, ergonomic and features easy to identify pick locations.

“If you’re looking for a state of the art and durable warehouse density solution, you should ask Absolute Storage Systems and MarketKnowledge to provide you with an alternative to long-span shelving with Storeganizer, it was a game-changing solution for us that will last us well into the future and has an ROI of 10-12 months”

“ As alternative to long-span shelving, Storeganizer was a game-changing solution with a 10-12 months ROI ”

Peter Moulder, Logistics Manager,
Conquest Sports

Bay type	No. of Bays	No. of Locations per bay	Pocket sizes
M	6	160	w320 x d320 x h240mm
L	4	84	w370 x d500 x h280mm
XL	13	54	w520 x d500 x h330mm
XXL	38	60	w370 x d500 x h500mm
XXXL	12	36	w520 x d500 x h500mm
	Total: 73	Total: 4,710	

STOREGANIZER
MORE STORAGE IN LESS SPACE