Low Land Fashion | Veenendaal (NL)

About Low Land Fashion

Low Land Fashion International B.V. was founded in 1989 and is today one of the largest importers / exporters in Europe of ladies and kids ready made garments. Low Land Fashion International is part of HVEG which employs 370 people within Europe and Asia. Furthermore Low Land Fashion International cooperates with various dedicated certified factories in the Far East on an exclusive basis. Quality and social ethics during production are not just words, but prerequisites. Being mobile, multilingual and flexible, Low Land Fashion offers a unique concept with great product and customer focus. The international structure enables them to integrate trends, influences and sale figures of leading European companies immediately to the current programs.

The challenge

Low Land Fashion has its own large and well equipped European distribution centre situated in The Netherlands, near the German border. With a surface of 6.500 m2, a height of 13.6 meters, a storage space of 8.000 pallets and 14 docking stations. Just in time deliveries, temporary extra storage space for regular clients during peak seasons, order picking on demand and delivery of combinations makes the warehouse management a real challenge!

The solution

To support the operations of Low Land Fashion, RedLine implemented and customized the warehouse operations platform called WOP. The system supports all business operations like scanning, order picking, stock management, customs affairs and the generating of transport documents. WOP is completely terminal driven and supports barcode scanning. Besides operational support, WOP provides detailed overviews to manage costs of (sea-)freight and transportation on strategic level.

Benefits

A real-time overview of warehouse operations, interfaces with other applications and detailed reporting functionality make WOP a time saving solution, providing a clear overview on business performance.

Technological options

Desktop-, web- and terminal interfaces with support for open data handling standards like XML and EDI. Firebird (Interbase) Relational Database Management System.