

SDI Group wins multi-million upgrade for George at Asda

SDI Group, the global integrator of automated materials handling systems, has won a multi-million contract with George at Asda to expand capacity at the clothing brand's Brackmills regional distribution centre (RDC) in Northampton.

As part of an on-going series of projects for George at Asda, SDI Group will maximise the cube of the RDC by installing a four-level mezzanine structure - increasing 'Garment-on-Hangers' capacity, providing an SDI LS900 carton sortation system and equipping a new packing operation with conveyors and benches.

In addition to the mezzanine structure, SDI Group will boost the site's carton storage capacity, through integrating a further two mini-load cranes within the existing automated carton store. In the receiving area a new loading bay door will be installed together with accompanying conveyors for transporting incoming goods to adjacent storage areas.

The contract follows the upgrade of George at Asda's Lymedale RDC last year where SDI Group installed almost identical systems to those now being implemented at Brackmills. The success of the Lymedale project, where all work was meticulously planned to avoid disruption to the daily performance of the distribution centre, contributed strongly to the award of the Brackmills contract.

"We were impressed by the way SDI Group tackled the challenges of upgrading our warehouse systems at Lymedale without disrupting operations on site. So when it came to replicating the process at Brackmills we were confident they would deliver," said Nathan Bower of Asda Distribution.

Hayden Smith, UK General Manager at SDI Group said, "We are delighted that George at Asda continue to place their trust in our ability to deliver complex upgrades to automated facilities across their network of RDCs. We are proud of the relationship that we have forged with the team at George at Asda over the last ten years and hope to continue the work we do for one of the UK's leading fashion brands."

In May 2013 SDI Group was contracted to take on responsibility for the 24/7 maintenance of all materials handling equipment across the three George at Asda sites of Lymedale, Brackmills, and Washington – including the maintenance of systems originally installed by other automated systems providers.

ENDS