CASE STUDY

ProGlove helps Gap Inc. Accelerate Omni-Channel Order Fulfillment

INDUSTRY

Retail

PROGLOVE SOLUTION

MARK Basic, Insight Mobile (Android), WMS/WES Integration

APPLICATION AREAS

Logistics: Distribution Center, Omni-Channel Fulfillment

NUMBERS

PROGLOVE customer since

2021

PROGLOVE devices in use

7,500

7

Distribution Centers

Order picking:

100 millon

parcels shipped each year

RESULTS

- Excess motion eliminated
- Lighter weight for more comfort
- Ergonomics and ease of use reduce fatigue and improve quality
- Intuitive interfaces for quicker productivity
- ProGlove scanners allow associates to better concentrate on their operational tasks

About GAP Inc.

Gap Inc., a collection of purpose-led lifestyle brands, is the largest American specialty apparel company offering clothing, accessories, and personal care products for men, women, and children under the Old Navy, Gap, Banana Republic, and Athleta brands. The company uses omni-channel capabilities to bridge the digital world and physical stores to further enhance its shopping experience. Gap Inc. is guided by its purpose, Inclusive, by Design, and takes pride in creating products and experiences its customers love while doing right by its employees, communities, and planet. Gap Inc. products are available for purchase worldwide through company-operated stores, franchise stores, and e-commerce sites. Fiscal year 2021 net sales were $16.7 billion. For more information, please visit www.gapinc.com.

Synopsis

Thanks to a substantial investment its omni-channel platform, Gap Inc. managed to capture a notable share of e-commerce sales in the United States. In fact, the platform help earn it a number-two ranking in U.S. apparel e-commerce sales. The 2020 pandemic prompted a rapid pivot to even greater investments in e-commerce fulfillment capabilities. To keep pace with the digital and omni-channel growth, Gap Inc. had to accelerate its fulfillment. Therefore, company needed to implement the right kind of technologies to promote automation, worker augmentation and human-machine collaboration.

To address these concerns, Gap Inc. introduced ProGlove's wearable barcode scanners and software solutions for both retail and e-commerce fulfillment. The scanners are easy to use and integrate seamlessly into the workflows. Additionally, the lightweight, wireless glove scanners eliminated operator discomfort and gave them faster and more reliable connectivity. Therefore, Gap Inc. standardized on ProGlove across all Gap Inc. distribution centers.

Challenge at GAP Inc.

Gap Inc.'s distribution centers manage some 400,000 store deliveries, and they ship more than 100 million parcels per year. With much of that volume concentrated in a three-month peak season that runs from October to December, the stress on production systems and people is extremely intense. Yet Gap Inc. simply cannot afford downtime and inefficiencies, because that could negatively impact delivery schedules.

MIKE BARICEVICH
Director of Distribution
Engineering Gap Inc.

"Advanced automation and technologies like ProGlove help us continue to scale operations so that we can reliably make deliveries to the millions of customers who count on the Gap Inc. team."

Application of ProGlove at Gap. Inc

Omni-Channel Fulfillment

Advanced automation, worker augmentation and collaboration technologies help Gap Inc. continue to scale operations so they can reliably make deliveries to the millions of customers who count on them. By bringing unit sorters, automated storage and retrieval systems, smart piece-picking robots, and auto-baggers, Gap Inc. has been able to achieve unprecedented levels of capacity, responsiveness, and flexibility.

That said, Gap Inc recognized that any new technology had to be seamless. After all, the competitive market environment did not allow for excessive downtime or extensive training. So, to strike the right balance, Gap Inc had to address worker augmentation and human-machine collaboration. That's why the organization selected ProGlove's wearable tech. Thanks to its intuitive workflows and ease of use, ProGlove's technology led to quick adoption and boosted production rates across the organization.

From a product standpoint, the ergonomics and reduced change management of converting to the product was key. From a partnership perspective, Gap Inc. praises ProGlove's drive to make a good product better and take input from end users in order to test and learn from various perspectives.

Today, Gap Inc. production associates use ProGlove scanners for both retail and e-commerce fulfillment. In retail, associates scan cartons to store and retrieve outside of automated storage and retrieval systems (ASRS) storage. In the packing process, they use the ProGlove wearable scanners to 'close' cartons that are destined for the store. The online use cases include the same storage and retrieval application but associates also use the ProGlove devices to pick individual units. In a nutshell: ProGlove's technology functions as an enabling technology in the scaling of distribution center capacity.