

Team sports specialist JAKO trusts in TGW Logistics

- **TGW FlashPick, the intelligent system for goods-to-person picking, will constitute the high-performance heart of the new fulfillment center.**
- **Automation as an answer to the growing shortage of skilled labor.**
- **The RovoFlex picking robot is constantly learning thanks to artificial intelligence, and ensures maximum performance and reliability.**

(Marchtrenk, June 10, 2025) TGW Logistics is implementing a highly-automated fulfillment center in the town of Mulfingen, Germany for the leading team sports specialist JAKO. The future-proof solution will allow JAKO to supply its customers in both the B2B and B2C sectors quickly and reliably, thanks to higher performance and shorter lead times.

The story of JAKO Sportartikelvertriebs GmbH began in 1989 in a small garage in the borough of Stachenhausen, Baden-Württemberg. Founder Rudi Sprügel was driven by an idea: namely to equip all the sports clubs in his home region between the Jagst and Kocher rivers (from which the company's name is derived) with jerseys and training suits. Success has proved him right: today, JAKO is a market leader in the team sports business. More than 250,000 teams in over 50 countries put their trust in the family-run company's expertise. Close collaboration with specialist retailers plays a central role here. The motto "WE ARE TEAM" represents the aspiration for reliable and collaborative relationships with customers and suppliers.

Automation as an answer to the shortage of skilled labor

The strong growth of the past few years has stretched the central warehouse in Mulfingen to its limits. The shortage of skilled labor in the region represented another catalyst for the decision not only to expand their intralogistics, but also and above all to automate. TGW FlashPick, the intelligent system for goods-to-person picking, constitutes the high-performance heart of the system. It encompasses an automated mini-load warehouse as well as a shuttle warehouse, totaling roughly 220,000 storage locations.

Picking robot continues to learn thanks to artificial intelligence

The individual areas of the fulfillment center will be interconnected via energy-efficient KingDrive conveyor technology, and customer orders will be consolidated at four PickCenter workstations, one of which will be equipped with a RovoFlex picking robot. RovoFlex draws on discoveries in the area of machine learning and can switch seamlessly between manual and automatic picking. Moreover, the robot continues to learn with each new pick, yielding positive effects on performance, efficiency and reliability. The TGW software WERX will act as Warehouse Management System (WMS), planning, controlling and monitoring all processes.

"We are very pleased with the trust that JAKO has put in TGW Logistics. During the selection process, our innovative approach and references from leading international players in fashion proved to be very persuasive," underlines Martin Waldenberger, Director of Sales for the Customer Unit Central Europe at TGW Logistics. "Together we have laid the foundation for a long-term collaborative partnership, because teamwork plays a central role for both companies."

www.tgw-group.com

About TGW Logistics:

TGW Logistics is one of the leading international suppliers of material handling solutions. For over 50 years, the Austrian specialist has implemented highly automated systems for customers, including brands from A as in Adidas to Z as in Zalando. As systems integrator, TGW Logistics plans, produces, implements and services complex logistics centers – from mechatronic products and robots to control systems and software.

TGW Logistics has subsidiaries in Europe, Asia and the U.S. and employs roughly 4,500 people worldwide. In the 2023/24 business year, the company generated a total revenue of 1.07 billion euros.

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