



# Lion Apparel

## Uniform and Equipment Manufacturer Achieves Advanced Distribution With the HighJump Warehouse Advantage Solution

### Quick Facts: Lion Apparel

**Key solution:** HighJump Warehouse Advantage

**Facilities with HighJump solutions:** 17

**Employees using the system:** 100+

**ERP:** Oracle

**SKUs:** 5,000+

### Lion Apparel Company Profile

Firefighters, police, emergency medical services and the armed forces trust their personal safety to Lion Apparel's uniforms, protective wear and equipment. For more than a century, lives have literally depended upon Lion Apparel's ability to deliver occupational uniforms and equipment. Quality assurance and continuous improvement are essential. The company's logistics support services distribute global orders accurately and on time, as well as manage U.S. armed services uniform and equipment DCs to assure troop readiness.

The company's Logistics Group manages \$175 million in Army assets—uniforms and equipment—in its 180,000-thousand-square-foot Suffolk, Va., warehouse. Another \$150 million in Marine assets is managed across 16 distribution sites worldwide. Additionally, the group is accountable for \$500 million in Army and Marine items deployed in the field.

### Challenge

During the 1990s Lion became a virtual prime vendor ('virtual' because it doesn't own the assets) for the U.S. Department of Defense. "We had to become highly focused on logistics as our primary value proposition. In addition to reevaluating our technology infrastructure, this included adding new distribution facilities and employee training," said Terry Smith, senior vice president for Lion Apparel "The Suffolk location used a paperless inventory tracking system, but it was more than 25 years old and unstable. It was falling apart. Moving to newer technology was absolutely critical to support the distribution volumes for which we had contracted."

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**—Terry Smith,  
senior vice president**

### Solution

The Logistics Group wanted best-of-breed functional components, beginning with the warehouse management system. "We conducted our search knowing we planned to eventually automate all U.S. company and client locations, and possibly our international warehouse and distribution centers," Smith said.



“We needed a system that would deploy well in a lot of different configurations, and at the same time be relatively quick to implement.”

“We decided on HighJump™ Warehouse Advantage because it was more readily configurable and straightforward to implement. Selecting business rules and day-to-day tweaking was easier for non-IT personnel to accomplish. The price was advantageous, but the real selling points were the flexibility, implementation speed and ability to integrate with our Oracle® ERP system,” Smith said. “HighJump Software definitely came through for us.”

HighJump Warehouse Advantage integrates seamlessly to the company’s Oracle ERP, enabling real-time information flow across the company’s operations. Together, the two systems improve decision-making speed by giving key decision-makers accurate data when they need it.

## Lion Apparel’s Global Distribution

Lion’s Logistics Group now ships clothing and equipment all over the Southeastern U.S. using HighJump Warehouse Advantage in the Suffolk DC. “We are the Army’s primary inventory control point, so just about anything that happens within the recruit induction process comes through Suffolk for warehousing and fulfillment,” said Smith. “We ship some items in bulk to the Army’s induction center. We also send individual orders for other Army customers, such as an ROTC unit or an officer.”

## U.S. Marine Corp Logistics Contract

The Logistics Group has had a similarly favorable experience implementing the HighJump WMS across its 16 Marine Corp locations—beginning on the East Coast with sites clustered around Camp Lejeune in North Carolina, moving West to sites around San Diego’s Camp Pendleton, and finally to Okinawa, Japan. “These sites require less comprehensive sets of business rules. The flexibility to adjust processes depending on the volumes and complexity of the location proved our original reasoning during the WMS search was right,” Smith said.

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## Results

“Lion Apparel is financially accountable for about a billion dollars in assets. I’m sleeping better at night knowing the HighJump WMS is behind us,” said Smith. As for productivity metrics, “At Suffolk we suspected we might see a 20 percent productivity gain, but we were able to realize 30 percent.

Inventory accuracy has improved across the board with electronically driven cycle counting. This has been especially valuable at the Marine Corps locations, which basically used no track and trace systems. The results are currently 99.97 percent at Marine Corps sites, and 98.2 percent in the Suffolk DC.

“I really have a much greater level of comfort now that I can get a good reading on activity levels. The management reporting dashboard is an easy tool to use, and we can rely on fewer business process analysts. We also have the flexibility to control process changes without deferring to IT, resulting in speed and better response time. In terms of saving labor it’s increased our productive capacity. We’ll be able to scale up in size significantly without adding people,” he said.

## Future Plans

Lion Apparel is planning another HighJump WMS implementation in its distribution center in Hazel Green, Ky. The DC resides within the Logistics Group for command and control, and also services all of Lion’s North American business units.

