

CASE STUDY

WILSON SPORTING GOODS

THE CLIENT

Amer Sports, one of the world's leading sports equipment companies, with its internationally recognized brands Wilson, Atomic, Suunto, Precor and Salomon, develops and manufactures technically advanced products that improve the performance of active sports participants. Amer Sports' business is balanced by its broad portfolio of sports and presence in all major markets.

Amer Sports' global sales organization distributes its portfolio of sporting goods equipment to tens of thousands of sporting goods shops all around the world. It is a significant partner to the trade as it is the top global supplier in almost all its selected sports and employs about 7,500 people.



THE CHALLENGE

Wilson Sporting Goods parent company, Helsinki based Amer Sports, completed the acquisition in 2005 of Salomon and Atomic skis. As part of their integration process they wanted the distribution of their multiple sports lines consolidated from thirteen plants and distribution centers to one. The pre-existing network consisted of owned and leased facilities with varying expiration dates and exit issues.

OUR STRATEGY

The transportation study determined that the top cities for a consolidated operation were Indianapolis, Louisville and Nashville. ProVenture analyzed each market from a labor, tax, incentive, real estate and transportation basis. The Wilson Sporting Goods/ProVenture team, through negotiations with cities, states and developers, concluded that the best location was Middle Tennessee.

RESULTS

First Industrial had a 300,000 sq. ft., three sided, shell building under construction. The building could be expanded to 575,000 sq. ft. and with adjacent land eventually to 925,000 sq. ft. In August 2006, Wilson Sporting Goods commenced relocating its team sports, tennis and golf operations into the facility. The expansion to 575,000 sq. ft. was completed in December to accommodate the Suunto, Salomon and Atomic operations. The site for the final expansion has been purchased by Amer Sports allowing them to further expand the building to accommodate their top five mass merchants business.

logistics practice

client focused solutions

