



Case Study

Clipper Burton-upon-Trent Project for SuperGroup Plc

SuperGroup Plc is a distinctive branded UK fashion retailer offering quality clothing and accessories. It operates a multi-channel business through a combination of Superdry standalone stores, Superdry concessions, e-Commerce and its UK and International Wholesale operations.

The business was founded in 1985 and has since been developed to design and sell a wide range of premium men's and women's clothing under its flagship brand, Superdry, together with other own brands and a number of third-party products sold in its stores.

The Group announced in April 2012 that it has entered into a long term agreement with Clipper Logistics to provide an on-going operational solution for the fulfilment of the Group's multi-channel retail activities from a new distribution centre in Burton-upon-Trent.

With 500,000 square feet of space¹, the distribution centre will support the Group's growth aspirations in its next phase of development. The new distribution centre is ideally located for national carrier networks to supply the Group's retail outlets more efficiently and to support fulfilment of the Group's internet operations both in the UK and internationally. This operating capability will support planned growth for at least the next five years. The new facility will require a capital investment of circa £5m.





for

SuperGroup.Plc

Clipper Logistics Limited was founded in 1992 and is now one of the UK's leading independent logistics companies with a turnover of £200 million.

Clipper provides its customers with unique logistics solutions to suit their needs. The Group's willingness to challenge the status quo and quickly embrace change, makes it an attractive choice for retailers and provides invaluable expertise in fashion and high-value logistics. Clipper have an enviable position as they are a highly regarded retail logistics, and market leading e-fulfilment, provider, making them an ideal partner in the multichannel retail arena.

With the Group's principles of reliability and flexibility, and through a series of handpicked strategic acquisitions and organic growth, Clipper has created a new breed of logistics and transportation solution providers.





The Duke in April 2012

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THE CHALLENGE

Clipper Logistics wanted to demonstrate that it was partner of choice for the retailers Logistics challenges and that they would develop the flexible solution as required overtime.

Clipper Logistics identified a new site at The Duke in Burton-upon-Trent, that could house the clients products inbound receiving process, picking and despatch for both online and store allocation. In addition, the client also wanted to create additional storage space to handle future third-party logistics contracts and Supergroup's expansion.

THE SOLUTION

Clipper Logistics teamed up with Davicon to create almost 200,000 square feet of additional warehousing space at the Duke distribution centre. The facility has been developed to house a mixed storage solution including Pallet, Carton and live storage racking. Davicon supplied a three-tier mezzanine solution that forms an integral part of the materials handling solution and provides storage for approximately 4.5 million units.

Davicon provided a complete design and build solution including the supply and installation of the floors and staircases, as well as working closely with Clipper Logistics to develop the necessary fire strategy. The mezzanine structure covers a floor area of 71 metres by 84 metres within the facility with each of the three levels providing a total decked area of approximately 6,000 sq m, creating an overall storage and processing area equivalent to 4 football pitches.

The installation has been developed to support future changes to operational requirements and enable the upgrade of the installed materials handling system.

Davicon worked in partnership with the main contractor, along with other key suppliers, to effectively plan the construction process to meet the strict deadlines of Clipper Logistics and its customer. As a result, the mezzanine floor installation was completed in just 9 weeks, 1 weeks ahead of schedule and the overall project was completed in just 17 weeks on schedule.

The Facility has Locations for:-

 Pallets
 : 7,000

 Carton
 : 74,000

 Longspan
 : 30,000

 Carton Live
 : 8,000

 Pigeon Hole
 : 27,000

 GoH
 : 23,000





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DESIGN

Platform Size : 71.400m x 84.000m x 3 Levels
Floor Area : 5997.6m² or 64,557 Sqft per level

Total Floor Area : 17,992m² or 193,672 Sqft

Column Grid : 4.20m x 4.00m

Height : Level 1: 3.293 m top of floor/3.0m clear under

Level 2: 6.586 m top of floor/3.0m clear underLevel 3: 9.879 m top of floor/3.0m clear under

Total height : 9.879m top of level 3

Construction Depth : 292mm (giving free height 3.831m below the mezzanine)

Decking : 38mm Particle Board (TG2, Grade C, standard type P6)

Loads : Imposed load - 4.800 kN/m² U.D.L. plus

Dead load (mezzanine self weight) - 0.350 kN/m² U.D.L. plus Service load - 0.250 kN/m² U.D.L.

(Fire-rating service loads have been included.)

Deflection : All steel members have been designed with a maximum deflection of L/250 in accordance

with the requirements of BS5950 Part 1: 2000

Base Plates : 500mm x 500mm x 15mm

Column Loads : Estimated maximum axial load 260kN (unfactored) to floor slab

Hand-railing : 940.00 metres total (standard tubular, twin railed side mounted RHS posts)

Kicker : Included for all hand-railing, in 100mm high grey GRP



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