

W&H Systems, Inc.
John Niemeyer
Marketing Coordinator
(p) 201-635-3471
(f) 201-933-2144
jniemeyer@whsystems.com

W&H Systems, Inc. designs and implements an automated sortation system for NETRADA, A Third Party Logistics provider specializing in Direct to Consumer Distribution.

W&H Systems, Inc. a leading material handling systems integrator designed, supplied and installed a 120 divert RSU tilt tray [sortation system](#) in NETRADA's Cincinnati, OH distribution center.

This facility processes the flat apparel and footwear for their client's direct-to-consumer business. Some of NETRADA's clients include: Avon, Tommy Hilfiger & PUMA.

The recently implemented, automated system allowed NETRADA's previous manual wave pick sortation process to be automated with a 7,000 unit per hour sort rate, thereby increasing productivity and client service levels.

"This was a true partnership where Netrada and W&H Systems collaborated on the design and implementation from start to finish", quotes Bob Reinhartsen; Senior Account Manager for W&H Systems.



President of NETRADA states, "From the very beginning we had a high level of confidence that W&H was the right choice. Over the course of the project we found again and again that their clients were our clients and they were very satisfied with W&H". The president adds: "The RSU Sorter was the first system we ever put in that worked exactly as promised from day one. The entire W&H team is first rate".

About NETRADA:

NETRADA is an international provider of full service eCommerce solutions for the fashion-, beauty- and lifestyle industry. With 14 years of experience and 2,000 employees, NETRADA has established itself as leading partner for top-brands of these industries. NETRADA's service portfolio covers the complete eCommerce process chain: Implementation and operation of the online-shop, content management, digital imaging, online marketing, warehousing with dispatch and returns handling, payment services and customer services.