



Primark, the international retailer that offers Amazing Fashion at Amazing Prices, is using Traka's dock door and intelligent management solutions to ensure maximum efficiency and safety across its warehouse and distribution centres.

Primark operates from eight distribution centres. Its most recent opening was in Islip, Northamptonshire, UK covering 1.1 million sq. ft. of space – the equivalent of 17 football pitches. It has 13 miles of aisles and is a 24/7 operation powered by over 250 committed employees.

A key part of Primark's success is its efficient distribution of goods to store to meet growing customer demands. This is a complex operation involving the use of a wide range of technology.

To ensure effective turnaround times, Traka's multifunctional DockSafe door dock solution was installed to stop vehicles prematurely leaving Goods Out Bays, alongside intelligent key management systems.

David Flavell, Primark's Operations Development Manager – Supply Chain said:

"Primark's products fly off the shelves and rails, so we need to get our products from suppliers to stores as quickly and as safely as possible.

Implementing the Traka DockSafe has been critical here. Not only is it simple to use, but also provides data on driver activity and bay usage, as well as increased peace of mind thanks to the prevention of driveways.

It ensures the system runs like clockwork, which is great news for our colleagues whilst working hard to deliver Amazing Fashion to our customers."

Traka's intelligent DockSafe solution has been exclusively designed to stop vehicles prematurely leaving the Goods Out bays of a busy distribution centre.

DockSafe combines Traka's iFob technology with a unique Susie lock to create a robust protocol where a vehicle must be immobilised prior to the loading dock door being opened. Once goods are loaded, the door must be closed and the loading bay clear of forklifts or personnel, before the vehicle can be unlocked and driven away.

Steve Bumphrey, UK Sales Director added:

"Traka supports Primark's distribution centres with its DockSafe solution and key management systems. With advanced features and data reporting, it ensures its people can optimise loading bay planning for long-term efficiency and productivity, in a safe and secure working environment."

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