

Gioseppo strengthens its logistics operations with the new version of Easy WMS

The footwear and fashion accessories manufacturer has adapted its operations for omnichannel retail.

Country: **Spain** | Sector: **textiles & fashion accessories**



GIOSEPPO

CHALLENGES

- Synchronise order fulfilment across multiple channels.
- Digitalise logistics processes without disrupting ongoing operations.

SOLUTION

- Easy WMS warehouse management system.

BENEFITS

- Omnichannel logistics operations that seamlessly combine physical stores with online channels.
- Modular, flexible system that ensures optimal performance while staying aligned with the latest technology standards.



Gioseppo is an innovative footwear company created with the ambition of offering designs for everyone. Its collections combine style, comfort and quality in every model for women, men and children. With integrated logistics and a comprehensive commercial strategy, the company makes its products available across multiple sales channels, adapting to evolving consumer habits.

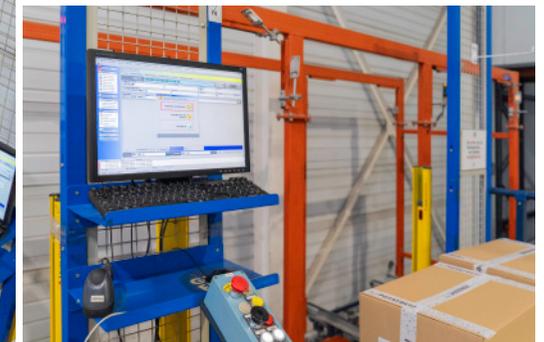
» **Founded: 1991**

» **Presence: 80+ countries**

» **SKUs: 2,900+**



Gioseppo has implemented the latest version of Easy WMS to meet the growing demands of omnichannel retail



Gioseppo's story is one of evolution. From a small family-run shoe business in Spain, it has grown into a leading brand in the sector, now present in over 80 countries.

Alongside its international expansion, Gioseppo has diversified its sales channels and modernised its logistics processes. While multi-brand shoe stores remain the primary sales avenue, the distribution network now includes company-owned stores across Spain, spaces in major retail chains and franchises.

Since 2023, the company has accelerated its growth through digital transformation and the launch of its online store. Products are available through the official brand website, digital outlets and marketplaces. "Our goal is to guarantee that every customer enjoys the

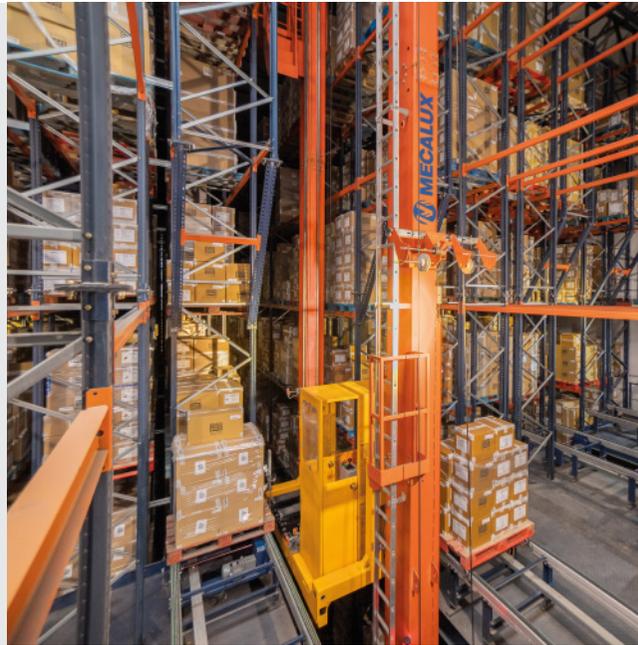
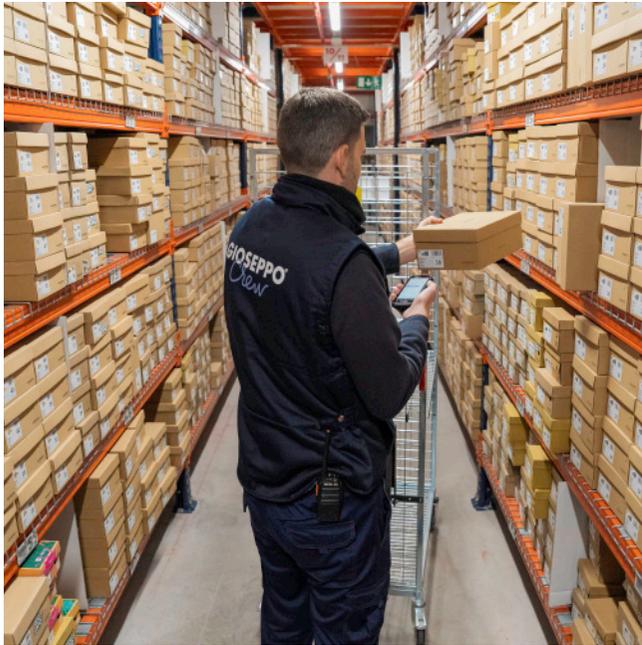
same shopping experience, no matter which channel they choose," says José Miguel Navarro, Vice President and Co-Founder.

To implement true omnichannel logistics, Gioseppo needed to synchronise picking tasks across its warehouses accurately and efficiently. With the new version of Easy WMS, the company has centralised order processing, regardless of the sales channel. It now provides its customers with fast, consistent service.

Software for omnichannel management

Gioseppo implemented the new version of Easy WMS without disrupting warehouse operations. The project aimed to meet growing omnichannel demands and effectively support the company's expansion. The





Two warehouses, one software solution

In Elche (Spain), Gioseppo operates two facilities equipped with Mecalux solutions: one clad-rack warehouse with a capacity of 5,844 pallets and another dedicated to picking, with shelving for 480,000 boxes. Together, the facilities handle 1.6 million units of shoes.

Easy WMS organises operations such as goods receipt, storage, order picking and shipping. During peak season, warehouse operators fill an average of 3,500 orders per day across both facilities, as directed by the software.

“Easy WMS has brought us significant benefits. Now, we can access warehouse information more quickly. Checking stock is easier, and we have immediate traceability for all SKUs,” says Navarro.



“Easy WMS gives us peace of mind. It enables us to maintain up-to-date control of our logistics processes and respond quickly to customer needs.”

José Miguel Navarro
Vice President and Co-Founder, Gioseppo

software runs on an updated infrastructure that prevents technological obsolescence. This setup provides maximum security and availability so the footwear company can serve customers across any sales channel.

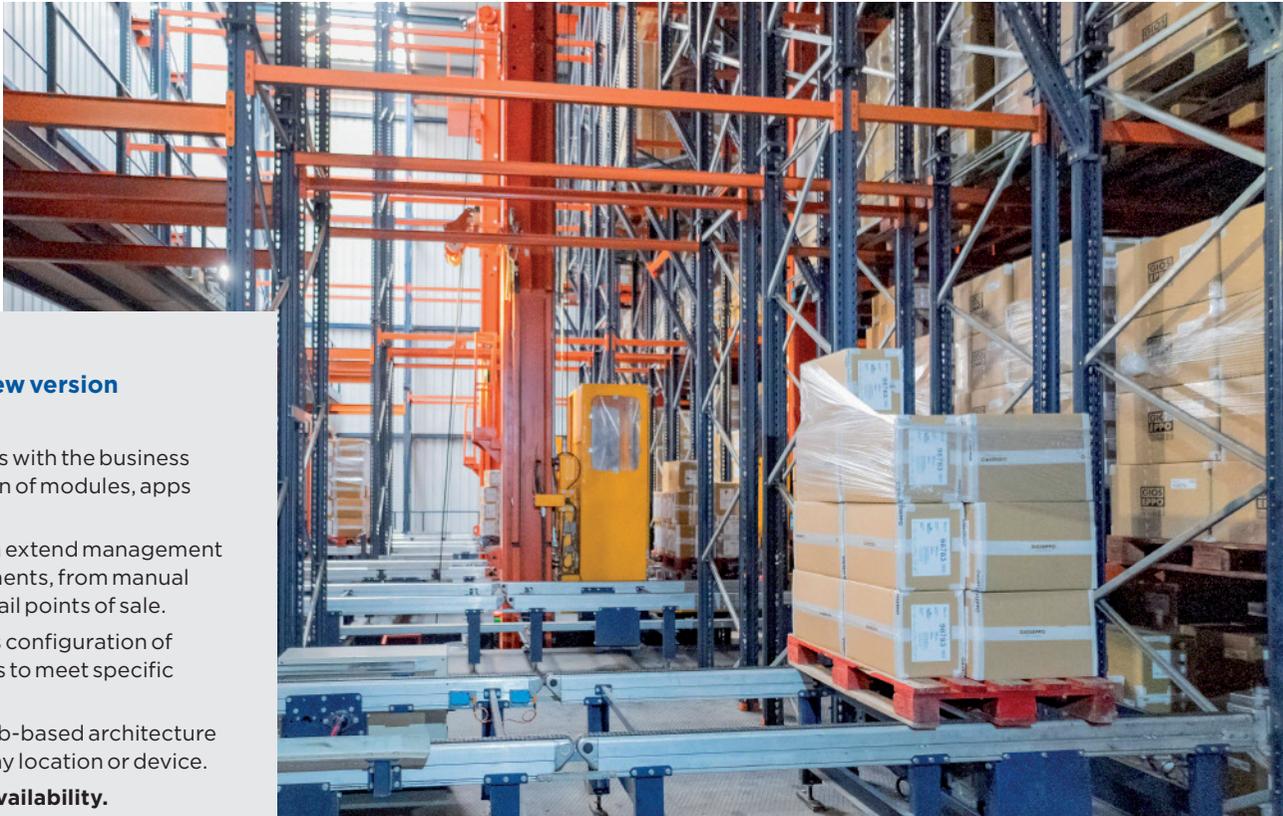
The new version of Easy WMS is built on a web-based architecture, allowing access

from any location or device with an internet connection and the appropriate permissions. In practice, this means Gioseppo’s warehouse managers can monitor and coordinate operations across their logistics facilities from anywhere. “Easy WMS gives us peace of mind. It enables us to maintain up-to-date control of our processes and respond quickly to customer needs,” says Navarro.

Mecalux’s warehouse management system evolves continuously with periodic updates that introduce new capabilities, features and applications. If needed, Gioseppo can expand Easy WMS with additional modules to further boost its omnichannel logistics efficiency.

A dedicated Mecalux R&D team ensures that the software stays compatible with the latest database versions and operating systems, proactively addressing potential issues.

The new version of Easy WMS delivers optimal performance while staying aligned with current industry technology standards



Benefits of the new version of Easy WMS

- » **Modularity.** Grows with the business through the addition of modules, apps and tools.
- » **Adaptability.** Can extend management to various environments, from manual storage areas to retail points of sale.
- » **Flexibility.** Allows configuration of different work areas to meet specific business needs.
- » **Accessibility.** Web-based architecture enables use from any location or device.
- » **Cross-platform availability.** Compatible with multiple databases and can operate in both software-as-a-service (SaaS) and on-premises models.
- » **Innovation.** Integrates artificial and business intelligence technologies to maximise efficiency and support strategic decision-making.
- » **Maintenance.** Offers predictive, preventive and reactive services to ensure operational continuity and optimal system performance.



“With Easy WMS’s flexibility, the sky’s the limit. We can keep adapting our processes to tackle new omnichannel challenges,” says Navarro.

A growing brand

Gioseppe constantly reinvents itself to stay ahead of market trends and customer needs. By implementing the latest version of Easy WMS in its logistics facilities, the footwear brand has streamlined complex operations, including order fulfilment across multiple sales channels. Thanks to this system, the company maintains a customer-centric supply chain, which has become a cornerstone of its international expansion.

