

Sport Time integrates Clustag's RFID solutions to overcome supply chain challenges in sporting goods

Clustag, a leader in RFID solutions, partners with Sport Time, the premier sporting goods retailer and Nike's top distributor in Eastern Europe, to integrate high-accuracy RFID solutions across several of its distribution hubs. This strategic alliance boosts efficiency in post-pick control optimizing order fulfillment across eight countries.

A smarter supply chain for a leading Nike Distributor

Sport Time, renowned for its extensive retail and wholesale network, is taking a major leap in intralogistics innovation. This company is the first Nike distributor to globally implement RFID in both warehouse and retail operations. As they see it, this is not just a sign of trust, but also a responsibility to lead a major supply chain transformation in the region. To achieve this, it is essential to have a reliable supplier with a strong track record of delivering high-quality, innovative solutions tailored to the industry's needs.

Having the right supplier ensures the efficiency and accuracy of RFID processes, which connect all points of the supply chain — from the warehouse, through transportation, to the retail floor.

As products from the same order are grouped into boxes, they are scanned at the item level by RFID stations, to identify any potential errors in pre-shipping. If discrepancies are found (such as missing items, extra items, or faulty RFID tags), the affected boxes are sent to an audit area where an operator, assisted by Zentup's user-friendly interface, corrects them before outbound. This process ensures that every product is properly matched to its order, preventing human errors before shipping.

"Managing diverse inventory in sporting goods is challenging, but our RFID solutions with Zentup ensure efficient reading, even with complex materials," says Luis Rius, CEO of Clustag. "By integrating with Sport Time warehouse system, we help them achieve peak efficiency in stock handling and order fulfillment."

Sport Time's Regional MPO and Logistics Director Bojan Djordjevic says that with RFID, we're not just talking about process improvement, but about complete transformation.

"Instead of lengthy and manual receiving processes, we now have the ability to accurately verify hundreds of items in just a few seconds, without physically

scanning individual barcodes. For employees in retail stores, this technology means spending less time on operational tasks and more time focusing on customer service and interaction", said Bojan.

Sport Time's adoption of Clustag's RFID solutions significantly enhances the accuracy of its supply chain while optimizing the reading efficiency and error tolerance at every stage. The single platform for capturing, analyzing, and optimizing RFID data allows Sport Time to adapt its logistics strategy dynamically, improving performance for wholesale, retail, and e-commerce customers alike.

As Nike's leading distributor in the Balkans and Eastern Europe, Sport Time is committed to providing best-in-class sportswear to millions of athletes across 8 countries. With Clustag's intralogistics solutions, strengthens its logistics capabilities, not only across its regional hubs but also globally, improving overall supply chain performance.



Boxes with order discrepancies are sent to the audit zone, where an operator uses Zentup to reconcile contents and ensure accurate shipping.

ABOUT SPORT TIME GROUP®

Sport Time Group is the exclusive distributor of Nike in the Balkans region. They manage both retail and wholesale operations across several countries, including Serbia, Romania, Bulgaria, Bosnia and Herzegovina, Montenegro, North Macedonia and Albania. The company started in 2014 with a small team of brand enthusiasts and has grown significantly, now employing over 400 people and covering markets with a population of 43 million athletes.

Sport Time Group's mission is to bring Nike's innovative products and sportswear to Eastern Europe, ensuring that athletes in these regions have access to high-quality gear. They operate numerous Nike stores and will continue to open new locations and launch new innovative retail concepts throughout the region soon. Sport Time Balkans is permanently dedicated to promoting sports and a healthy lifestyle, while offering top-quality products and services to millions of customers throughout the Balkans region.

ABOUT CLUSTAG®

Clustag is a global leader in RFID solutions, trusted worldwide by leading brands in fashion, accessories, sporting goods, retail, logistics, and other top industries. Clustag's software team has developed ZENTUP, an RFID software solution for efficient warehouse and intralogistics management.

With its smart RFID solutions for parcels, GOH, pallets, and AGV systems, Clustag optimizes both automated and manual warehouses, ensuring 100% accuracy in intralogistics operations such as inbound, outbound, and post-pick control processes, ultimately boosting sales.