



**PassaSports**

**Product case:** *Order fulfillment*





## PassaSports now packs 3x faster with Audion Speedpack

At the heart of the Dutch sports e-commerce world stands PassaSports – the powerhouse behind well-known webshops like TennisDirect, HockeyDirect, RunningDirect, and VoetbalDirect. With over 375 dedicated employees and a 25,000 m<sup>2</sup> distribution center in Waalwijk, the company ships more than 1.3 million orders per year.

Handling such a high volume of shipments – especially during peak times like Black Friday – called for smarter logistics.



### THE GAME-CHANGER: AUDION SPEEDPACK

Enter the Audion Speedpack – an advanced automatic bagging machine that's now fully integrated into the PassaSports packing line. Since installing three Speedpack units, the transformation has been remarkable. "Now the only manual step left is placing the items into the bag. Everything else is handled by the machine," Koen explains.



### MANUAL PACKAGING COULD NO LONGER KEEP UP WITH OUR PACE

"We used to pack every order by hand. Open the bag, insert items, seal, label – a time-consuming and error-prone process," says Koen Kuijsters, Logistics Process Engineer at PassaSports. "With our continued growth and customer expectations, it was time to innovate."







## RELIABILITY UNDER PRESSURE

The real test came during Black Friday.

"In previous years, it was a challenge to meet our delivery promises," says Koen. "This year, with the Audion machines, we succeeded without a hitch."



## THANKS TO AUDION'S SPEEDPACK SOLUTION:

- Orders are now packed up to **3x faster**
- The system handles over **1,000 orders per hour**
- **Plastic use is reduced**, thanks to variable bag length
- **Labeling is 100% accurate**, eliminating errors
- All packages feature a **fresh, branded PassaSports look** – tailored to each sport

## FASTER. GREENER. SMARTER.

The Audion Speedpack has not only accelerated order fulfillment but also enabled PassaSports to work more sustainably. Less waste, fewer errors, and a packaging experience that reflects the quality and energy of their brand.



*"In past years, meeting delivery promises was tough," says Koen. "This year, Audion made it seamless."*

*Koen Kuijsters - Logistics Process Engineer bij PassaSports*

Looking to transform your own packaging process?  
Learn more about the  
Audion Speedpack at  
**[www.audion.com](http://www.audion.com)**

Want to see the innovation in action? Scan the QR code and watch the video we made at PassaSports.

