

ShowCase

Adidas builds, with Siemens, its first automatic factory

Products

Development of the Adidas' Speedfactory, with the support of Siemens.

Results

Adidas hopes to increase flexibility, quality and efficiency of its productive process and to decrease the time of markets of its products.

Project Details

Thanks to a partnership agreement with Siemens, a whole new era opens up for the digitized production of sporting products by Adidas. As part of a joint research and development program, the partners will collaborate on the Adidas Speedfactory digitization project to develop faster, more transparent and 'customized' production capabilities.

Introduction

Adidas is one of the big companies of footwear and sports articles that appear as a model to follow in what concerns the robotics applied to industrial production. Its objective is to create products that are close to the functional needs of the clients, respecting their individuality. For this it is necessary a great flexibility in the processes of the plant and a fast integration of the new technologies. For this Siemens, which is a world leader in automation and stimulative solutions, will contribute with its collaboration a large number of valuable design experiences.

The next opening of a new factory of Adidas in Germany, designed and built by Herzogenaurach (Bavaria), where robots and high-efficiency machines were used to accelerate the production of an exclusive series of sneakers, at the same time that 3D printing is used and An incredibly faster performance capable of shortening the waiting times of the entire supply chain, will make this the first fully automated factory of the company.

Challenges

The main objectives pursued by Adidas when implementing this project are:

- Increase flexibility
- Increase the quality
- Increase efficiency
- Reduce the time to market of the products

Solution

Simulation, testing and optimization throughout the production process will be the functions that the "twin digital" of Speedfactory will be able to perform: this will cause a reduction in the time to market the products, increase the flexibility and provide a better quality and efficiency throughout the manufacturing process.

With this tool you can completely reinvent the traditional production processes and reach even higher expectations. By creating a fully digital chain, new technological innovations will be implemented quickly, available resources can be used more efficiently and transparently and respond more flexibly to the individual needs of consumers, to give them what they want when they want.

Siemens Digital Enterprise is a portfolio of products and solutions for independent industries and processes, and is aimed at companies of all sizes. The solutions that have been proposed concern the entire value chain, from the design of the product to the planning of production, the engineering of the plant and the production of the services.

References

- <https://www.hdblog.it/2017/10/05/Adidas-speedfactory-robot-scarpe-running/>
- <https://www.internet4things.it/industry-4-0/smart-manufacturing-accordo-tra-adidas-e-siemens-per-la-fabbrica-4-0-di-articoli-sportivi/>