



Duluth Trading Enhances Omnichannel Fulfillment and Boosts Inventory Efficiency with Manhattan Active® Omni

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ATLANTA--(BUSINESS WIRE)--Jan. 13, 2025-- [Manhattan Associates](#) (NASDAQ: MANH) today announced that [Duluth Trading Company](#), a leading casualwear, workwear and accessory retailer, has successfully implemented [Manhattan Active® Omni](#) to give its business better access to all available inventory and provide its customers with faster and more flexible fulfillment options.

Duluth Trading is bolstering its omnichannel fulfillment capabilities with the addition of [Manhattan Active Order Management](#) and [Manhattan Active Store Inventory & Fulfillment](#). These solutions will help Duluth Trading make its inventory available across its four distribution centers, 65 stores and entire digital footprint. The retailer has set a goal of reaching \$1 billion in sales by the end of 2025, and its updated inventory strategy, powered by Manhattan's solutions, will serve as a key driver to achieving this milestone.

Duluth Trading is proud to call its stores "America's Hardest-Working Stores," and the retailer is looking to increasingly leverage store inventory and resources to fulfill digital orders. Manhattan's solutions will help Duluth Trading improve store inventory performance and accurately support all sales channels.

Manhattan Active Order Management will analyze key fulfillment variables, including distance to customer, store sell-through rates, and out-of-stocks, to determine the most profitable way to fulfill orders. Associates and store operational teams will leverage Manhattan's Store Inventory & Fulfillment capabilities to ensure accurate inventory levels across their store and distribution center network, driving precise order fulfillment and higher customer satisfaction.

"Manhattan Associates allows us to optimize our inventory and fulfillment processes to drive profitable growth for our business," said AJ Sutera, senior vice president, chief technology and logistics officer at Duluth Trading. "We can serve our customers how they want with the fulfillment options that they choose, while making the most out of every piece of inventory in our DC and store network."

"Manhattan Active Omni will give Duluth Trading an accurate, reliable view of its inventory across its entire distribution network," said Stewart Gantt, executive vice president, Professional Services at Manhattan. "We're thrilled Duluth Trading is expanding its Manhattan footprint and has added Manhattan Active Omni to improve their omnichannel fulfillment capabilities."

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ABOUT DULUTH TRADING COMPANY

Based in Mount Horeb, Wisconsin, Duluth Trading Co. and its growing portfolio of brands – Duluth and AKHG™ – cater to the lifestyle of the modern, self-reliant American. Duluth Trading's family of brands offer high-quality, solution-based apparel, accessories and gear for men and women to help them take on life with their own two hands. Duluth Trading honors its roots by creating the hardest-working products, backed by the "Superior Standard," and commits to providing outstanding customer service under the "No Bull Guarantee." To learn more, visit www.duluthtrading.com or one of the 65 Duluth Trading store locations nationwide.

ABOUT MANHATTAN ASSOCIATES

Manhattan Associates is a global technology leader in supply chain and omnichannel commerce. We unite information across the enterprise, converging front-end sales with back-end supply chain execution. Our software, platform technology and unmatched experience help drive both top-line growth and bottom-line profitability for our customers.

Manhattan Associates designs, builds and delivers leading edge cloud and on-premises solutions so that across the store, through your network or from your fulfillment center, you are ready to reap the rewards of the omnichannel marketplace. For more information, please visit www.manh.com.

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Devika Goel
Manhattan Associates
Tel: +1 470-435-1566
dgoel@manh.com

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