



Transforming Tire Logistics: Achieving 100% Accuracy with Wearable Technology

A Bridgestone Lassa (BRISA) Success Story

TABLE OF CONTENTS

01

Introduction: The BRISA
Operational Profile

03

From Manual Operations
to Intelligent Automation

05

Unlocking Measurable
Results & Workforce Safety

02

The Hidden Costs of
Operational Inefficiency

04

Error-Proof Storage
via Smart Integration

06

A Strategic Vision for
Intelligent Warehousing



01 INTRODUCTION

Securing Traceability in High-Volume Tire Manufacturing

Bridgestone Lassa (BRISA), one of the world's largest tire manufacturers, relies on continuous, high-volume logistics to sustain its global supply chain. In post-production, every individual tire is assigned a unique barcode to guarantee product traceability.

The transfer of finished goods to designated warehouse zones is a mission-critical operation. Any disruption in traceability breaks the supply chain loop, requiring immediate operational intervention.

The Friction of Physical Limitations in Legacy Scanning

Utilizing traditional handheld barcode scanners created a severe operational clash. Tires are bulky, heavy, and require two hands to maneuver securely—rendering one-handed scanning devices a critical bottleneck.



Ergonomic Strain (OHS Risks)

Workers forced into awkward balancing postures to handle heavy tires while operating a scanning gun.

Severe increase in physical strain, fatigue, and occupational hazard exposure.



Workflow Degradation

Continuous cycle of picking up and setting down scanners disrupted natural movement.

Form factor and weight of legacy terminals caused cumulative operational delays.



Put-Away Vulnerability

Successful scanning did not guarantee correct placement.

High risk of placing inventory on the wrong rack due to distraction, requiring costly manual reconciliation labor to locate lost stock.

Liberating the Workforce with Ergonomic, Hands-Free Wearables

To eliminate the physical bottleneck of traditional scanners, Bridgestone Lassa deployed Thread In Motion's VEGA X smart wearables. This transition replaced cumbersome, one-handed hardware with agile, wearable intelligence.



Unobtrusive Form Factor

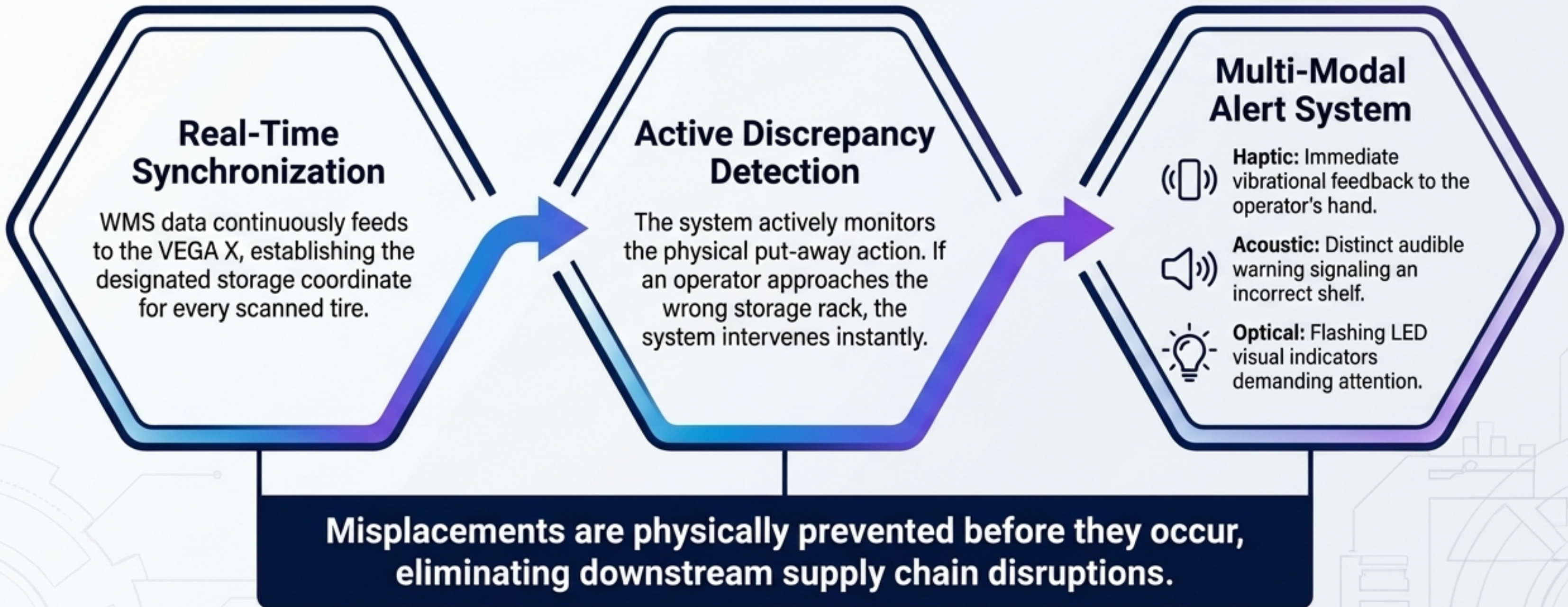
Replaces heavy, gun-style terminals with a lightweight, wrist-mounted unit, drastically reducing physical fatigue.

Ergonomic Empowerment

Directly resolves root-cause OHS issues by aligning technology with the natural biomechanics of heavy lifting.

Deploying a Poka-Yoke Engine for Flawless Put-Away

Hands-free scanning solves the physical bottleneck, but true operational excellence requires eliminating placement errors. The VEGA X functions as a proactive Poka-Yoke (error-proofing) system deeply integrated with Bridgestone's Warehouse Management System (WMS).



Quantifying the Impact of Intelligent Automation

100%

Storage Accuracy Achieved.
Zero misplacements.

0

Manual Data Entry Required.
Fully automated WMS reconciliation.

2 Weeks

Total Implementation Time.
Swift deployment with zero disruption
to ongoing operations.

Operational Velocity

- ✓ Scanning and shelving consolidated into a single, seamless action.
- ✓ Eliminated time wasted searching for misplaced inventory.
- ✓ Real-time digital inventory updates guarantee 100% reliable stock data.

Workforce Protection

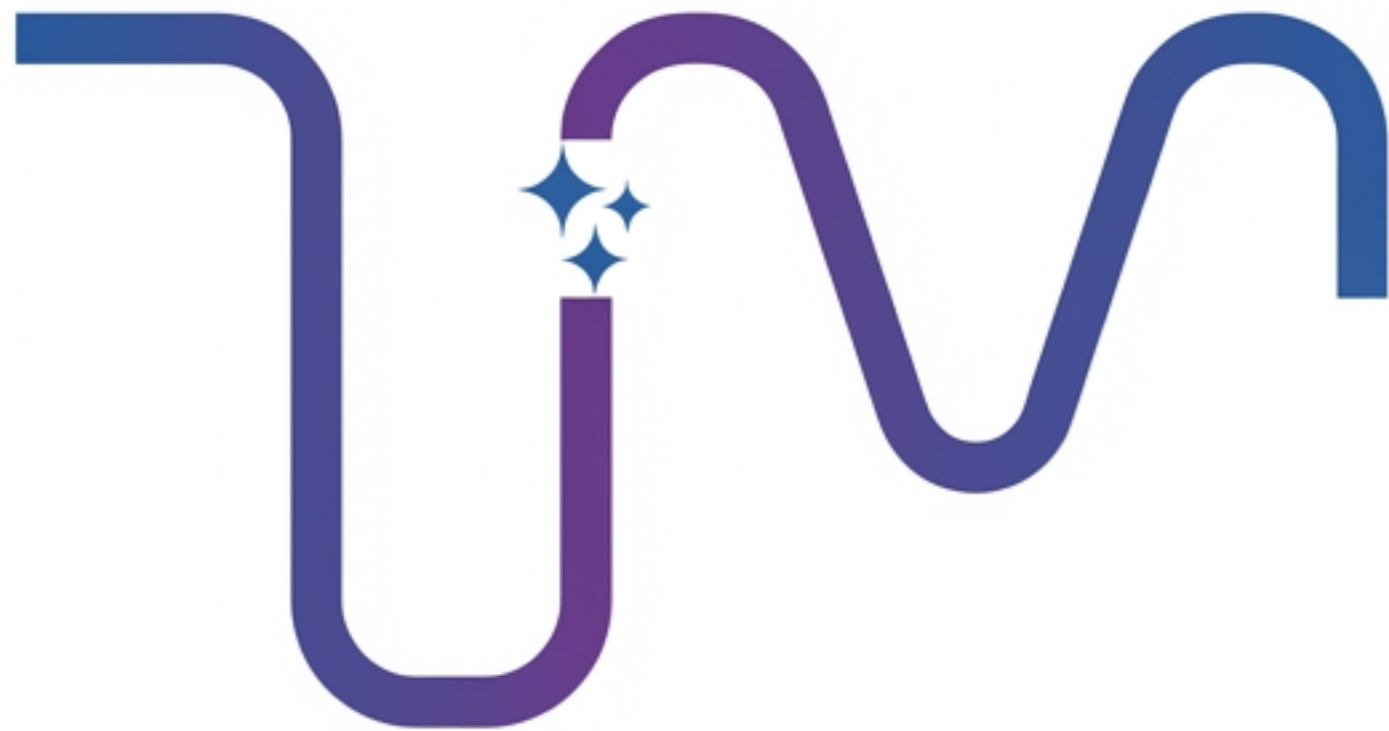
- ✓ Eliminated physical strain caused by awkward one-handed lifting.
- ✓ Substantial gains in Occupational Health and Safety (OHS) compliance.
- ✓ Intuitive operation boosted workforce process confidence and morale.

Scaling Operational Excellence Through Human-Centric Technology

“The Bridgestone Lassa transformation proves that modernizing legacy interfaces with agile, wearable tech creates a blueprint for scalable operational excellence—marrying human comfort with digital perfection.”

By addressing fundamental ergonomic friction and deploying smart, multi-modal feedback loops, Bridgestone Lassa transformed a vulnerable manual process into a highly reliable, error-free system. This rapid, two-week deployment demonstrates that upgrading to intelligent automation is not a multi-year disruption, but an immediate operational advantage.

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