



Industry: Apparel Manufacturing & Distribution

HanesBrands Elevates Safety and Communication with Walt Smart Radio System

Business Challenge

HanesBrands, a global leader in manufacturing basics and innerwear brands, operates multiple distribution centers including two co-located facilities in Kings Mountain, North Carolina. These facilities span approximately 1 million square feet of combined production area and employ over 650 associates.

The company faced significant communication challenges with their existing short-range walkie-talkie system, which:

- Limited connection to only 50–60 devices on fixed channels
- Couldn't connect team members across both facilities effectively
- Required everyone to share the same channel, creating unnecessary disruptions
- Provided no emergency alert capabilities for their large-scale operations
- Offered no direct communication options between individuals



Why They Chose Walt Smart Radio System

"I'm always looking for a new technology and communication tools."



Sherri Jackson
Senior Distribution Manager

As a leader who regularly pilots new technologies for HanesBrands, Sherri Jackson, Senior Distribution Manager at the Kings Mountain facilities, recognized an opportunity to transform communication across their distribution centers. She was drawn to the Walt Smart Radio's unique features and potential to connect team members in ways their existing system couldn't.

"I want everyone to have the opportunity to communicate with whoever, wherever they are. I don't want anyone to feel excluded like there's a hierarchy here. I want us to be as flat as possible and work together as a team."

– Sherri Jackson, Senior Distribution Manager

The Solution

HanesBrands implemented 250 Walt Smart Radios across their two Kings Mountain distribution centers, representing a significant expansion from their previous 50–60 walkie-talkies. The implementation included:

Comprehensive Department Coverage:

Unlike traditional walkie-talkie systems that were limited to supervisors and select personnel, the Walt Smart Radio System has been deployed across nearly every department:



This comprehensive coverage enables true cross-functional communication that wasn't possible with their previous system. The solution also included:

- Creation of dedicated channels for specific teams while enabling direct one-to-one communications
- Configuration of emergency alert capabilities including the "man down" button for rapid response
- Integration with smartphone apps for management to stay connected off-site
- Setup of photo sharing capabilities for security purposes

Expansion Plans

Based on the success at Kings Mountain, HanesBrands is exploring expanding the Walt Smart Radio System to additional distribution centers in California, Virginia, and elsewhere in North Carolina—creating a vision for company-wide connected communications.

Key Use Cases:



Security Incident Response

Secure, contained communication preventing outside distractions



Emergency Medical Alerts

Photo and video capabilities for remote troubleshooting



Targeted Communications

Simplified group management tied to roles rather than devices



Safety Notifications

Preserved communication for knowledge management



Management Oversight

Remote monitoring of floor activities through smartphone integration



Inclusive Team Communication

Empowering frontline workers with direct communication tools

About HanesBrands

HanesBrands (NYSE: HBI) is a global leader in manufacturing basics and innerwear brands that are synonymous with comfort, quality, and value. Among the company's iconic brands are Hanes, Bonds, Maidenform, and Bali. Unlike most apparel companies, more than 70% of the apparel HBI sells is manufactured in its own facilities or those of dedicated contractors. HBI employs 48,000 associates in approximately 30 countries.



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