**New logistics hub for Puma – FOREVER FASTER**

* In Geiselwind, Germany, a highly-automated logistics centre celebrates its go-live
* Central logistics hub for Europe is one of the most advanced fulfilment centres for fashion
* Up to 74 million SKUs can be delivered per year – quickly, efficiently and reliably

**(Geiselwind, Germany, 6 April 2021) On 6 April 2021, the European central warehouse of the sports company PUMA SE will commence operations in the Bavarian municipality of Geiselwind. The successful go-live of the highly automated logistics hub is one more milestone in the collaboration between PUMA and TGW.**

PUMA SE is using the state-of-the-art intralogistics system to bundle its European logistics in one central location and is commissioning one of the most powerful fulfilment centres for fashion in the world.

The omni-channel distribution centre measuring 63,000 m² ships to retailers, wholesalers and online customers. The innovative system is one more milestone in PUMA's FOREVER FASTER strategy. It provides the basis for shipping the products of the sporting goods specialist to customers all over Europe quickly and reliably.

**Short lead times, high performance**

After the ground-breaking ceremony in 2019, an innovative logistics plant with a focus on speed and maximum performance has taken shape. Thanks to the close collaborative partnership between the companies involved in the project, it was possible to adhere to the challenging schedule – despite the effects of the COVID-19 pandemic.

**FOREVER FASTER in intralogistics**

The powerhouse and centrepiece of the plant is an extremely versatile FlashPick® system from TGW specifically designed for combining different sales channels. More than 700,000 storage locations for shoes, fashion and accessories are available in an area equal to about nine football fields. Five hundred shuttle robots automatically retrieve the cartons from their storage spaces before they reach picking and subsequently packaging. They are transported over a network of more than 21 kilometres of energy-efficient KingDrive® conveyor equipment.

“Fast and sustainable logistics – that's what Geiselwind is about. And TGW, as a general contractor for intralogistics, has played an important role here. We are thankful for the excellent collaboration as partners," says Maximilian Molkenthin, Senior Head of Logistics PUMA SE.

**74 million SKUs per year**

What is particularly impressive is that processing a customer's order takes, on average, only ten minutes from start to finish. This means up to 74 million SKUs per year will make their way to PUMA brick-and-mortar and online customers in future. Thanks to short lead times and maximum performance, this happens quickly, efficiently and reliably – and consequently, FOREVER FASTER.

"We are very happy to be the intralogistics partner in this beacon project and to contribute our expertise and decades of experience as a general contractor," says Johann Steinkellner, CEO Central Europe of TGW Logistics Group. "The intelligent and high-performing TGW FlashPick® system guarantees maximum performance in deliveries and increases efficiency in order fulfilment significantly. With this, PUMA is perfectly prepared for the future."

**Focus on green logistics**

All in all, about 200 million euros have been invested in this CO2-neutral logistics hub, which is certified in accordance with the U.S. LEED Gold standard. Special emphasis was put on sustainability, energy efficiency and environmental compatibility. Features include an optimally insulated building envelope, a photovoltaic system of several thousand square metres, the use of certified green electricity, and particularly energy-efficient intralogistics modules such as TGW KingDrive®, which reduces energy consumption by up to 30 percent compared to systems with conventional conveyor equipment.

[www.tgw-group.com](http://www.tgw-group.com)

**About TGW Logistics Group:**

TGW Logistics Group is one of the leading international suppliers of material handling solutions. For 50 years, the Austrian specialist has implemented highly automated systems for customers, including brands from A as in Adidas to Z as in Zalando. As systems integrator, TGW plans, produces, implements and services complex logistics centres – from mechatronic products and robots to control systems and software.

TGW Logistics Group has subsidiaries in Europe, China and the US and more than 3,700 employees worldwide. In the 2019/20 business year, the company generated a total turnover of 835.8 million euros.

**Pictures:**

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