

Press information

Same Day Fulfillment Close to the Customer - Customized Systems for E-Commerce

Micro-fulfillment is an innovative strategy for the efficient fulfillment of online retail orders near the end customer. Particularly in growing cities with traffic congestion and massively rising space costs, fast delivery coupled with low space and staffing requirements offers great opportunities for retailers.

For years, e-commerce has been permanently changing the retail industry. Above all, consumer expectations are becoming more demanding and are based, for example, on the delivery speed of benchmark providers. This makes new logistics strategies indispensable that can efficiently meet these expectations. With micro-fulfillment centers, orders are picked on the same day and made available to customers immediately for pickup or delivered directly to their homes.

Micro-fulfillment as an efficient problem solution

Micro-fulfillment is characterized by a network of small, flexible warehouses. These are located directly in the city or on the outskirts. Thanks to a high degree of automation and high warehouse density, little space and few personnel are required. The proximity to the customer enables click & collect offers as well as a significant reduction of time and costs for delivery. Micro-fulfillment centers can be operated as stand-alone storage and picking centers or dynamically integrated into existing retail stores, such as the Giesswein store in Brixlegg. Possible applications include retail and wholesale, but also industry.

AutoStore® - smart, dynamic and individual

With AutoStore®, HÖRMANN Logistik offers an innovative system for automatic storage and picking in micro-fulfillment centers. Thanks to its modular design, AutoStore® can be installed quickly and easily and expanded individually at any time. The ultra-high storage density and availability make AutoStore® the ideal solution for micro-fulfillment centers. Micro-fulfillment can be used in many different industries, including fashion, food, sporting goods, electronics and more.

Modular Micro-Fulfillment Concepts

Depending on whether a successful web store is already up and running or the customer is still at the beginning of e-commerce activities. HÖRMANN Logistik offers exactly the customized solution that optimally meets the need. Four basic modules are available for this purpose, which can also be inserted individually and customized into existing system landscapes:

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- AutoStore®
- Warehouse Management System HiLIS
- Webshop
- Digital Operations Platform

More information at <https://www.hoermann-logistik.de/en/produkte/micro-fulfillment-loesungen>

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