



Strengthen the customer experience via logistics expertise

Since 2018, the H&M Group and Arvato Supply Chain Solutions have been cooperating in Poland. In order to handle the volume growth with more speed and flexibility, the warehouse size in Stryków has been expanded from 40,000 to 75,000 square meters of operating area. Thus, the handling volume will increase by around 30 percent.



»Speed and flexibility in the supply chain are important and this extension strengthens our customer promise. With a strategic partner like Arvato Supply Chain Solutions, we are well positioned to meet the requirements of our growing East European customer base in the future.«

Michael Schulz

Regional Logistics Manager East Europe, H&M Group

↓ 01 Starting point

As the strong partner on their side, Arvato Supply Chain Solutions manages the online business for the H&M brand in Eastern Europe out of the distribution center in Stryków. As the H&M Group is growing organically, and online orders are increasing rapidly, the Stryków warehouse was reaching its limits of capacity. The H&M Group wants to offer its customers more services, e.g. reducing the lead time in the warehouse in order to provide next day and same day services, and offer shipments to more countries than before. Currently, online customers in Poland, the Czech Republic, Hungary, Bulgaria, Slovakia, and Romania are supplied out of Stryków.

H&M Group

Our Customer

- H&M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm.
- In addition to H&M, the group includes the brands COS, Monki, Weekday, & Other Stories, H&M HOME, ARKET and Afound.
- The H&M Group operates in 56 online markets and has approximately 4,702 stores in 76 markets including franchise markets (information correct as of September 2022).
- In addition to operations in Poland, the H&M Group and Arvato Supply Chain Solutions are also partnering in Turkey.





↓ 02 Solution

To further strengthen the flexible capacity structure with fast process flows in the logistics region of Eastern Europe, the distribution center needed to be expanded. As part of the expansion, floor space increased by an additional 15,000 square meters to a new total of 55,000 square meters. The total storage area of 75,000 square meters is available over two levels. The new high-bay warehouse in the new hall has space for 240,000 cartons and total storage capacity now amounts to a total of approximately 420,000 cartons. In order to pick cartons from the racks which include 8.7 meter high shelves, the use of self-propelled reach trucks is necessary. These move along a 4,400 meter long induction track through the high-bay warehouse.

The new hall is equipped with a 123 meter long conveyor belt which transports cartons to the older part of the hall for further processing and is also directly connected to the existing conveyor system in this part of the warehouse. In total, the conveyor line is around 3.5 kilometers long. Other important building blocks for automation are for example special sorting systems, dynamic warehouse replenishment, and the implementation of the SAP S4/HANA ERP system.



↓ 03 Result

A new high-bay warehouse, a longer conveyor line and significantly increased capacity – these are the main results of the successfully expanded warehouse. Through the partnership with Arvato Supply Chain Solutions, the H&M Group is now able to reach more customers in Eastern European countries. A wider range of services can be offered to the end consumers as well as order lead times and the through-put in the warehouse are reduced. Additionally, automation solutions for pick and pack processes were created.

The logistics center in Stryków has a total storage area of 75,000 square meters, including a three-level mezzanine (20,000 square meters). By expanding the warehouse space, the annual outbound capacity in Stryków will increase by around 30 percent. Due to the expansion of the logistics center, Arvato Supply Chain Solutions has also created new jobs in the Stryków area.

Any other questions? Get in contact with us.

Arvato Supply Chain Solutions

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Arvato Supply Chain Solutions is an innovative and international leading service provider in the field of supply chain management and e-commerce. About 17,000 employees work together to provide practical and relevant solutions and services worldwide. Using the latest digital technology, Arvato develops, operates and optimizes complex global supply chains and e-commerce platforms, as the strategic growth partner for its customers. For over 20 years Arvato provides all necessary processes to clients from the Fashion, Beauty and FMCG industries: Digital strategy consulting and development and managing of online shops as well as loyalty programs, logistics and fulfillment including returns management, financial services, and customer service.

Arvato Supply Chain Solutions is part of Arvato, a leading international service provider with more than 96,000 employees in almost 40 countries. Arvato is a division of Bertelsmann.

Warehouse information

- Located in Stryków, Poland
- Dedicated distribution center
- Warehousing and distribution business-to-consumer (B2C) and business-to-business (B2B)
- Pick, pack and ship
- Fashion-specific optimized processes
- On-going quality checks for all processes
- Dynamic buffer for returns
- Special requirements for product packaging
- Shipping to Poland, the Czech Republic, Hungary, Bulgaria, Slovakia, and Romania
- Operations ability 24h/7 days