

Press release

Gebrüder Weiss takes charge of e-fulfillment for the Mibelle Group

Direct connection from the online shop to Gebrüder Weiss warehouse logistics / Deliveries throughout the entire D-A-CH region

Lauterach, March 26, 2021. Gebrüder Weiss took over e-fulfillment for the Mibelle Group in Germany, Austria, and Switzerland last year. The Mibelle Group develops and produces its brands and own brands for retail in the fields of Personal Care & Beauty, Home Care and Nutrition. The cooperation involves handling the logistics and IT processes for the customer's online orders and arose in spring 2020 from the storage business that was already in place with the company. The new digital customer portal myGW enables every link along the supply chain – from the supplier to the end customer – to access all the essential information about a consignment – around the clock and in real time.

Gebrüder Weiss is responsible for the Mibelle Group's warehouse logistics at locations in Tyrol, Austria and Basel, Switzerland. The logistics provider has been in charge of organizing all e-fulfillment processes for some 100 deliveries a week to shops and end customers in German-speaking countries since spring 2020. "The many years of IT experience brought by Gebrüder Weiss meant that our online shop was flawlessly connected to the warehouse management system," says Martin Böse, Head of Central Supply Chain Services at the Mibelle Group. "Being able to have an overview of current inventory levels in real time, seeing the fulfillment status in the warehouse, and having a tracking link that can be integrated anywhere to enable the tracking of consignments ensures a high degree of transparency. Something that will help us win over customers who want to be in the loop at all times."

The digital service, which comprises a fast online shop connection, the handling of the ordered goods in the logistics warehouses, and distribution via the parcel service DPD Austria, go hand in hand with physical services: Gebrüder Weiss also introduced value-added warehouse management services for the Mibelle Group, which include giving vouchers, product samples and other advertising material, and sourcing environmentally-friendly packaging.



Caption: Gebrüder Weiss takes over e-fulfillment in Germany, Austria and Switzerland for the Mibelle Group. (Source: Gebrüder Weiss)



Caption: Via myGW, the customer can see the stock level in real time. (Source: Gebrüder Weiss)



Caption: Martin Böse, Head of Central Supply Chain Services at the Mibelle Group (Source: Gebrüder Weiss)

About the Mibelle Group

The Mibelle Group develops, produces, and markets its brands and own brands for retail in the fields of Personal Care & Beauty, Home Care and Nutrition. The Group employs around 1,200 people and achieved a turnover of 640 million Swiss francs in 2020. www.mibellegroup.com

About Gebrüder Weiss

With more than 7,400 employees, 170 company-owned locations and a provisional annual turnover of 1.77 billion euros (2020), Gebrüder Weiss ranks among Europe's leading transport and logistics companies. In addition to its core business of land transport, air & sea freight, and logistics, the company operates a number of highly specialized industry solutions and subsidiaries under the umbrella of Gebrüder Weiss Holding AG, based in Lauterach (Austria) – including the logistics consultancy firm x|vise, tectraxx (industry specialist for hi-tech businesses), dicall (communications solutions, market research, training), Rail Cargo (railway transports), and the Gebrüder Weiss parcel service GWP, co-shareholder of the Austrian company DPD. This bundling of services allows the corporate group to respond to customer needs quickly and flexibly. Today, having implemented a variety of environmental, economic and social initiatives, the family-run company with a 500-year history is also considered a pioneer in sustainable business practices.

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