

DHL Supply Chain implements its first European fully automated small parts warehouse with robot picking for 1-2-3.tv

- Fully automated storage and retrieval system put into operation in the 1-2-3.tv warehouse
- Working alongside employees, the Autostore robotics and software solution from Element Logic optimizes small parts storage and order picking of customer orders

Bonn, February 22, 2022: The omnichannel auction platform 1-2-3.tv consistently relies on the digitalization of its supply chains and warehouse logistics. On behalf of the broadcaster, DHL Supply Chain, Deutsche Post DHL Group's specialist contract logistics division and long-standing logistics partner of 1-2-3.tv, has now implemented Europe's first fully automated Autostore logistics system in Braunschweig, Germany. This compact storage and retrieval system enables optimized space-saving storage of small parts and fully automatic picking of up to 18 million items per year. Working alongside with the employees on site, the system increases the processing speed of each individual order, optimizes processes for employees and improves operational efficiency.

"Our company has already invested heavily in lean processes and sustainable automation in the past. With the introduction of the flexible and modular robotic solution from Autostore, we are building on the strong growth realized in recent years, optimizing our logistics processes sustainably, and are therefore ideally equipped for future growth," explains Eberhard Kuom, Executive Vice President Finance and Operations at 1-2-3.tv. In this way, the wide variety of offers can be represented more effectively, while maximizing capacity utilization at the storage location.

The Autostore solution supplied by Element Logic consists of an aluminum frame in which the current inventory is stacked and stored over 16 levels in more than 40,000 plastic containers. The top floor serves as a route for the robots, 26 of which are deployed in the 1-2-3.tv warehouse in Braunschweig alone, where they automatically pick the ordered goods and group them for further processing by the employees. The goods are placed in the respective package for the customer order on a dispatch and transport system, automatically sealed and then dispatched. Following 1-2-3.tv's recent investment in order acceptance processes and the digitalization of its entire supply chain, this solution represents the company's third optimization step along its process chain.

"We are pleased that this automated solution will allow us to further strengthen our trust-based cooperation with our long-standing customer 1-2-3.tv, and to invest in a successful future together. Thanks to the Autostore system, we have continuous inventory control and can achieve high efficiency in storage and retrieval, so that customer orders can be processed quickly and reliably. In addition, the

logistics solution relieves our employees on site by shortening walking distances. Most importantly, they are now able to focus their energies on more demanding activities in other areas on site," says Andreas Bicking, Business Unit Director e-Commerce DHL Supply Chain Germany & Alps.

For DHL Supply Chain, this implementation is another important building block in the ongoing realization of its automation and digitalization strategy for continuous improvement in operations. As part of a broader, commercially viable technology portfolio, these goods-to-person robots are playing an increasingly important role in the contract logistics provider's strategy. "We are pleased to have DHL Supply Chain as a highly professional partner at our side. Integrating the Autostore solution into the existing infrastructure during peak times was an enormous achievement," says Kuom, praising the successful implementation process.

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 66 billion euros in 2020. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.

1-2-3.tv is Europe's most exciting omnichannel auction platform, where customers enjoy extraordinary live entertainment and a wide range of products in an exceptional auction model. The best thing is: at 1-2-3.tv customers set the price!

This exciting and innovative model is broadcasted on the 1-2-3.tv TV channel, as well as on their website and apps: live interaction between costumers and TV hosts, shopping with limited supplies and falling prices – this is the mix of excitement and adrenaline.

More than two million registered bargain hunters already love the thrill and fun of 1-2-3.tv. With more than 75.000 auctions each year, customers are guaranteed to make a bargain just around the clock. 1-2-3.tv is constantly broadening its auction models on all channels, mobile and via social media.

In 2020, 1-2-3.tv GmbH generated more than EUR 155 million in revenue – about one third of which was generated by its digital offerings – increasing growth by more than 23 percent within a year.

1-2-3.tv has more than 120 employees working at the headquarter offices and live production studios in Grünwald. Jörg Simon and Timothy Peterman are CEOs of the company.

1-2-3.tv reaches more than 40 million TV households in Germany and Austria via digital cable in SD and HD quality, via satellite ASTRA in SD, via satellite ASTRA 1N, via ASTRA 1KR in HD and via MagentaTV. Additionally, reception via DVB-T2 is available nationwide in Germany. With 9.7 million visits to its website, 1-2-3.tv never ceases to keep their customers entertained: it offers an interactive live shopping experience, as well as daily auctions and automatic web auctions with a 24/7 bargain guarantee – all that in addition to the TV stream.