

All geared up for the ongoing bike boom:

## **HOCO Online Expands Its Shipping and Warehouse Operations**

**HAMBURG, JUNE 2021.** With the relocation of its warehouse operations, HOCO Online GmbH, e-commerce specialist for wheels, bicycle parts and accessories, has expanded its capacities by moving one of its three Berlin locations from Pankow to Schönefeld, creating more space and improving performance. This was the company's response to the continuing upward trend in the cycling industry, now given a further huge boost by the Corona pandemic. Fortna | Pierau was awarded the contract for the planning and implementation of the intralogistics in the newly leased hall. As a result of the solutions introduced, which include a system for the storage of complete wheels, a highly efficient e-commerce process has now been established. In future, HOCO Online will achieve an output of up to 5,000 shipments per day and is fully prepared for its growth trajectory. The commissioning took place in the 1st quarter of 2021.

Founded in 2016, HOCO Online GmbH is part of the Swiss hostettler group and manages its own clothing label Platzangst together with the Bike-Mailorder (BMO) brand. BMO is one of the best-known German e-commerce retailers for bicycles, components, cycle clothing and cycling accessories. In addition to the new warehouse operations and office space at Treptower Park, HOCO Online has also been running the NEW ØRD3R showroom since 2020, featuring ever-changing themes to meet the exacting demands of the bike scene.

### **Operations Expansion Meets Dynamic E-commerce Requirements**

Sales of bicycles, especially in e-commerce, increased significantly in 2020 with demand remaining high. "This is backed up by the stats published at this year's business press conference of industry-specific trade associations, and by our day-to-day business. We are currently enjoying exceptionally high growth," says Daniel Bohne, Managing Director of HOCO Online GmbH. "In order to meet this trend with flexibility while still maintaining our usual high-quality service, we realized the existing capacities at our former site in Berlin-Pankow were not adequate, so we took action." Although the manual warehouse operations and shipping processing still worked, they were becoming outdated, so investment in modern e-commerce fulfillment was imperative. The logistics experts from Fortna | Pierau, led by project manager Andreas Beermann and Richard Anselm, took on the planning and implementation assignment. "An analysis of the existing warehouse structure revealed the potential for short-term optimization measures, making it possible to meet customer requirements and rapid market growth efficiently," says Andreas Beermann. "A logistics hall, with a floor space of 5,000m<sup>2</sup> and a height of 12m, was already available for rent near to Schönefeld Airport. It provided sufficient space for the new and up-to-date processing facilities." In the first stage of expansion, a two-tier shelving system was installed. Conveyor technology is used to transport containerized items for storage from the incoming goods

area to the shelving system with a vertical conveyor supplying the upper level. Subsequent processing of small-parts, bicycle components and bike accessories, was optimized by the introduction of a batch picking system. "A dedicated racking system was integrated to store complete bicycles," explains Richard Anselm. "A narrow-aisle solution provides capacity for around 5,000 bikes, which are picked to order directly by forklifts. The new operations are managed by a new Warehouse Management System (WMS), which was also rolled out."

The go-live of the expansion kicked off on schedule in the first quarter of 2021, and the site is now operating successfully at full capacity. "The move to the new site in Berlin went smoothly and both Andreas Beermann and Richard Anselm from Fortna | Pierau were always there for us as trusted advisors - and they remain so to this day," says Daniel Bohne. "The expanded operations have significantly increased our flexibility, so we can continue to face the future with confidence as customer demand continues to grow."

### **About Fortna | Pierau**

Fortna |Pierau has been a well-established consultancy for intralogistics and supply chain solutions for 60 years. To date, the Hamburg-based specialists have successfully completed over 2,500 projects throughout Europe and beyond. The portfolio covers the complete range of optimization, expansion or new concept design and implementation of logistics operations and logistics IT systems. Since the beginning of 2020, Fortna | Pierau has been part of the US consulting company Fortna®, The Distribution Experts™.

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