FOA

FUTURE

Future of Automation shares Cimcorp's insights into hot topics in the intralogistics industry in grocery retail and focuses on the waves of automation.

CIMCORP

TABLE OF CONTENTS

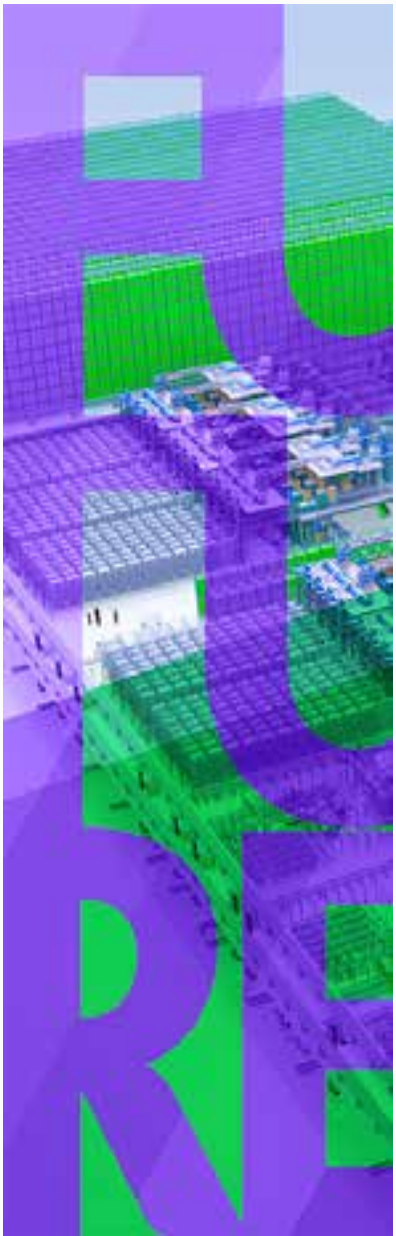
01 FUTURE OF AUTOMATION

5 The future of grocery retail: navigating the aisles of progress

7 Future of Automation

8 The role of logistics automation in the fresh food industry

10 Why grocery giants rely on us?



02 REVOLUTION

16 Tracing back & forth

18 How automation instills a culture of safety & innovation

20 How automation improves supply chain sustainability



03

CUSTOMERS

23 5 tips to get the most out of your automation investment

24 Optimizing order flows — 24 hours from field to store

26 Bakery automation journey

28 The future of logistics is automated: Netto's strategic partnership with Cimcorp

30 Future of fresh food distribution — Edeka Freienbrink

32 REWE tackles labor shortages with automated fresh food solution

34 Alimerka enhances supply chain efficiency and sustainability with Cimcorp

36 Grupo MAS accelerates logistics and cuts waste with Cimcorp's fast automation



04

SUCCESS

40 How is 100 % uptime secured?

42 Unlocking profitability: the significance of 'Day Zero' in automation

44 Easy and secure service support – Cimcorp Group launches CVision AR-glasses



05

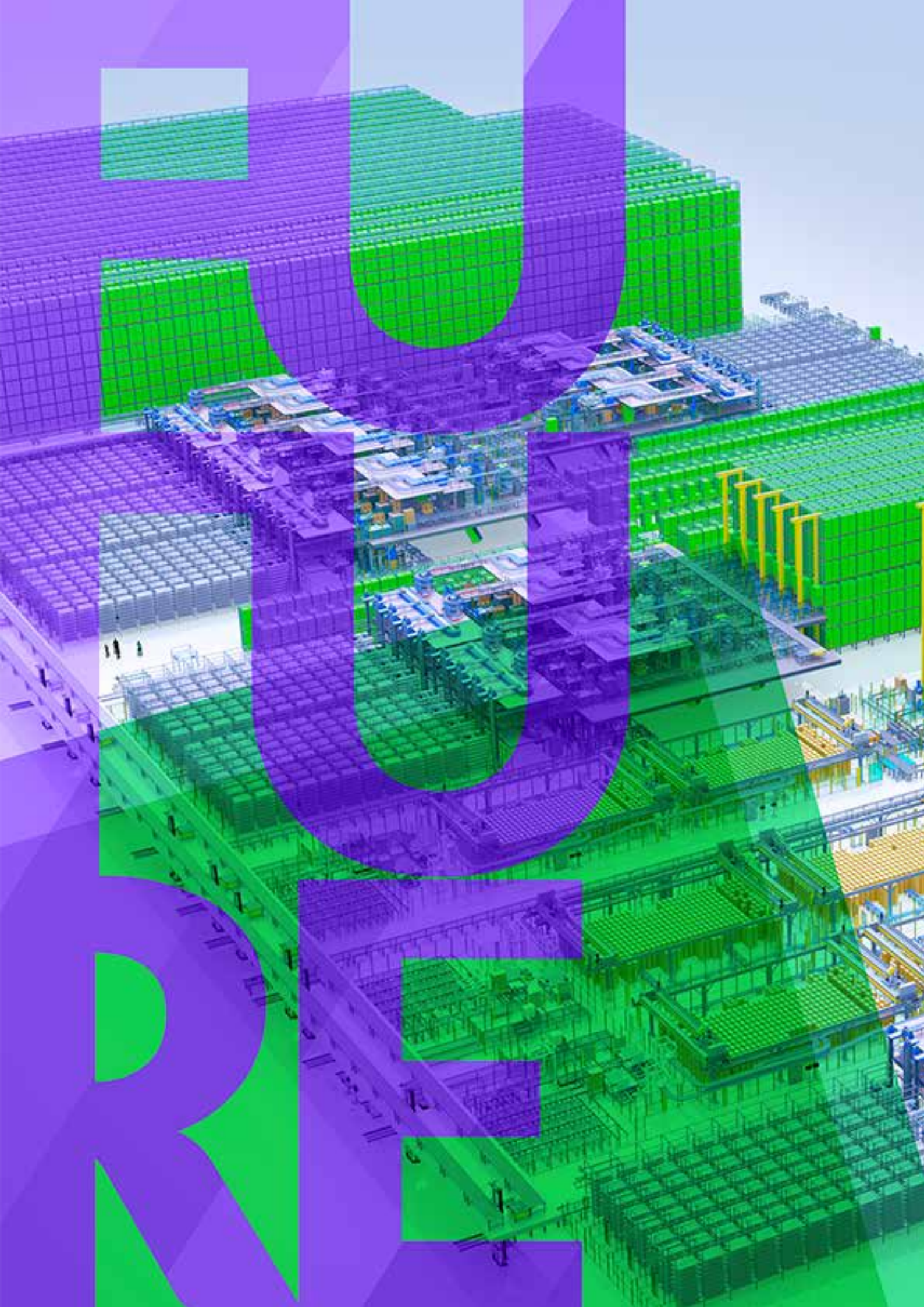
EXPERIENCE

47 International and boldly innovative – Cimcorp celebrates its 50-year journey in automation

50 Cross-industry experience allows us to be creative

51 25 industries powered by Cimcorp – and counting




RUB

The future of grocery retail: navigating the aisles of progress



As the world advances, so does the way we shop for groceries. With a focus on convenience, freshness and sustainability, the future of grocery retail lies in embracing automation and technology.

As Kai Tuomisaari, VP Corporate Sales at Cimcorp Group, puts it, "Automation is not just a trend; it's the evolution of grocery retail to meet today's consumer demands."

The world of intralogistics is undergoing a remarkable transformation. Automation has transcended novelty to become a necessity in grocery retail. "It's about efficiency and meeting consumer expectations," says Tuomisaari. "Automation allows us to be faster and more reliable." Automation can help grocery retailers to meet their strategic goals, from higher productivity to a more sustainable supply chain.

The rise in demand for fresh food

In a world where wellness is paramount, fresh food is king. Consumers are increasingly discerning, seeking out not only freshness but also variety.

"Consumers aren't just looking for fresh food; they want assurance of its quality and source, says Tuomisaari.

Retailers are now tasked with not only providing fresh options but also with ensuring that these are sourced responsibly and sustainably. Automation supports grocery retailers to meet their freshness goals and also to be able to track products in their supply chain.

Sustainability: not a choice, a commitment

Sustainability has moved from being a buzzword to a business imperative. "It's about integrating eco-friendly practices into every facet of operations," Tuomisaari stresses. Consumers are not just interested in the end product, but in the sustainability of its life cycle. Retailers must now consider their carbon footprint, waste management and resource conservation as central to their operational strategies.

Data-driven decisions: the local trend response

The power of data in shaping grocery retail cannot be overstated. "Data allows us to tailor offerings to local preferences and respond to trends with agility," Tuomisaari explains. By analyzing shopping patterns, retailers can stock their shelves intelligently and pivot as local tastes evolve, ensuring relevance and reducing waste.

Artificial intelligence: the crystal ball of grocery

Artificial intelligence (AI) is revolutionizing how grocery retailers forecast and plan for the future.

"All grocery retailers know the big seasons like Easter or Christmas, but AI could help analyze small, local trends in the future. If, say, tomatoes are trending in a certain area due to a social media influencer, sales could be boosted," says Tuomisaari.

By analyzing vast amounts of data, AI can identify patterns and predict consumer behavior, enabling retailers to stay a step ahead.

Automation and nature: an unexpected harmony

By reducing waste and optimizing processes, automation supports a more efficient, natural food system. "In a way, automation aligns us with nature's efficiency," says Tuomisaari. "It's about doing more with less and respecting the resources we have."

Grocery retail is about to enter a new era. With automation leading the way, retailers are balancing progress with sustainability.

CIMCORP

© Cimcorp Group 2025

Publisher Cimcorp Group, cimcorp.com
Layout Luova toimisto Pilke Oy

FUTURE OF AUTOMATION

Step into the future of logistics where every move is precision, every solution is groundbreaking, and sustainability reigns supreme.

01

Future of automation

The future of automation is a topic that has been garnering a lot of attention in recent years.

With advances in technology and the increasing need for efficiency and productivity, automation has become a key driver of growth and innovation across various industries.

Cimcorp built the first automated fresh food solutions based on gantry robots. We know the business and have been gaining experience ever since. Our innovative and proven solutions have been making our customers successful since 1975. Our advanced technical skills combined with software knowledge have created a unique formula for success in automation.

The landscape of automation is experiencing unprecedented growth and innovation, propelled by advancements in technology and the ever-growing demands for efficiency and productivity. As the industry pioneer in intralogistics automation, Cimcorp's expertise offers invaluable insights into the emerging trends and possibilities in automation.

Looking ahead

As pioneers in intralogistics automation, Cimcorp remains at the forefront of exploring new frontiers and unlocking untapped potential in automation. Our commitment to providing cutting-edge solutions and insightful industry analyses positions us as trusted partner in shaping the future of automation.

Subscribe for more insights

Stay updated with the latest trends and developments in the world of automation by subscribing to our mailing list and accessing exclusive content.

Join us as we continue to navigate the evolving landscape of automation, unlocking profitability and driving innovation in the industry.

Key insights



Strategic implementation

Embracing 'Day Zero' marks a strategic shift, emphasizing the need for meticulous planning and seamless integration of automated solutions to drive immediate profitability.

Customer-centric approach

Robust customer support plays a central role in ensuring the successful implementation and utilization of automated systems, enabling businesses to reap maximum benefits from their investments.

Holistic approach

The journey towards automation profitability demands a holistic approach, encompassing not only technological advancements but also organizational readiness and operational optimization.

The role of logistics automation in the fresh food industry

Food safety is a critical concern across all sectors of the food industry, from production to distribution. Ensuring that fresh produce reaches consumers safely and efficiently requires careful attention to logistics.

At Cimcorp, we specialize in providing innovative automation solutions that play a pivotal role in maintaining the safety and quality of fresh food throughout the supply chain.



01



Maintaining cleanliness with innovative design

Traditional storage and order picking systems often present challenges when it comes to maintaining cleanliness and sanitation standards. However, Cimcorp's unique open-floor concept revolutionizes the way fresh food is stored and accessed within warehouses.

Our overhead gantry robots eliminate the need for traditional shelving, minimizing areas where dust and dirt can accumulate. This not only simplifies routine sanitation but also reduces the risk of contamination.

02



Enhancing flexibility with modular design

One of the challenges of traditional automation solutions is the disruption caused by cleaning and maintenance activities. However, Cimcorp's modular design allows for easy segmentation of operations. This means that while one module is being cleaned or maintained, other sections can continue operating seamlessly. This minimizes downtime and maximizes efficiency, ultimately saving both time and money. Additionally, segmentation reduces the risk of cross-contamination by allowing food distributors to isolate different zones within their facilities.

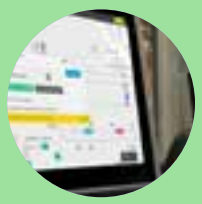
03



Maximizing shelf life through efficiency

Speed is crucial in preserving the freshness of perishable food products. By increasing the efficiency of order fulfillment processes, Cimcorp's automation solutions enable faster movement of produce from the field to the store. This translates to longer shelf life and fresher produce for consumers. Case in point, at Mercadona, Spain's largest grocery retailer, Cimcorp's solutions have halved the time it takes to move produce through distribution centers, resulting in significant gains in shelf life and product quality.

04



Ensuring traceability with real-time monitoring

Traceability is paramount in food safety, especially in the event of recalls or contamination concerns. Cimcorp's Warehouse Management System (WMS) enables food distributors to track products in real-time, from the moment they enter the distribution center to their final destination. This comprehensive traceability ensures that affected products can be quickly identified and removed from circulation, safeguarding consumers from potential health risks.

Conclusion

In an industry where safety and quality are paramount, Cimcorp's automation solutions are leading the way in ensuring that fresh produce reaches consumers in the safest and most efficient manner possible. By prioritizing cleanliness, flexibility, efficiency, and traceability, we are not only transforming the way food is handled and distributed but also enhancing the overall safety and integrity of the food supply chain.



Why grocery giants rely on us?

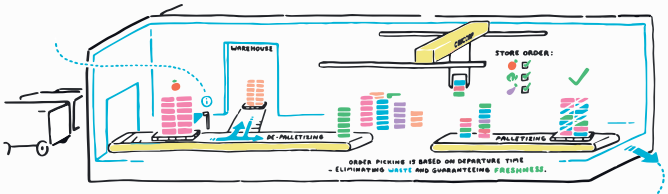
As grocery retailers look to increase their fresh produce automation level, Cimcorp's expertise plays a vital role in helping them meet consumers' demands.

The Quickest Way from Field to Store

...in even less than 24 hours!

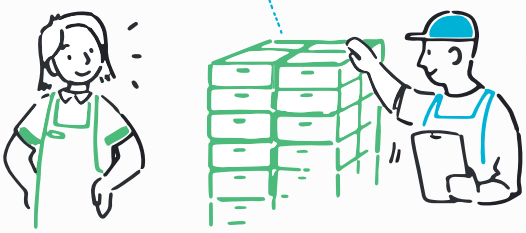


distribution center



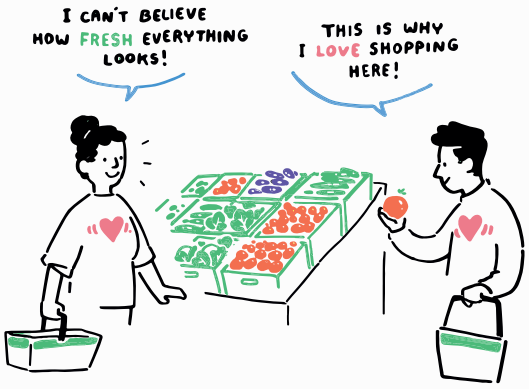


Error-free delivery



Store-friendly palletizing

Quality products



Happy customer



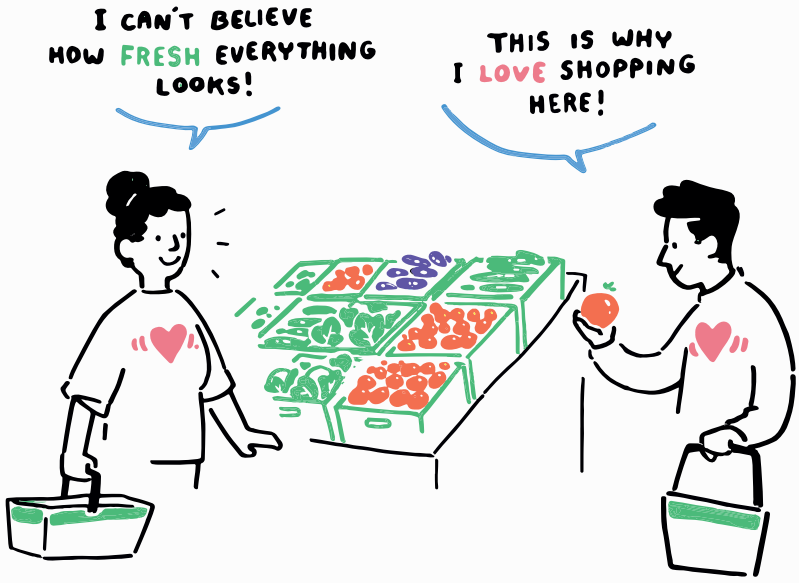
CIMCORP
FUTURE OF AUTOMATION

Successful collaboration with leading grocery chains demonstrates the potential of Cimcorp's automation to transform the food supply chain and ensure sustainable growth in the grocery retail industry.

Freshness is a paramount consumer requirement that poses challenges for grocery logistics. With Cimcorp's fresh produce solution, grocery retailers have been able to dramatically reduce logistics delivery times from field to store.

We can halve fresh produce travel time from field to store.

Optimizing intralogistics can, at its best, halve the time taken for produce to travel from field to store. For example, Cimcorp's intralogistics solution has revolutionized the order-fulfillment process of the Spanish supermarket giant, Mercadona, enabling the delivery of fresh and seasonal produce to stores within 24 hours. By reducing lead times and optimizing order flows, Mercadona has extended shelf life for its perishable goods, reduced food waste and enhanced the overall customer experience.

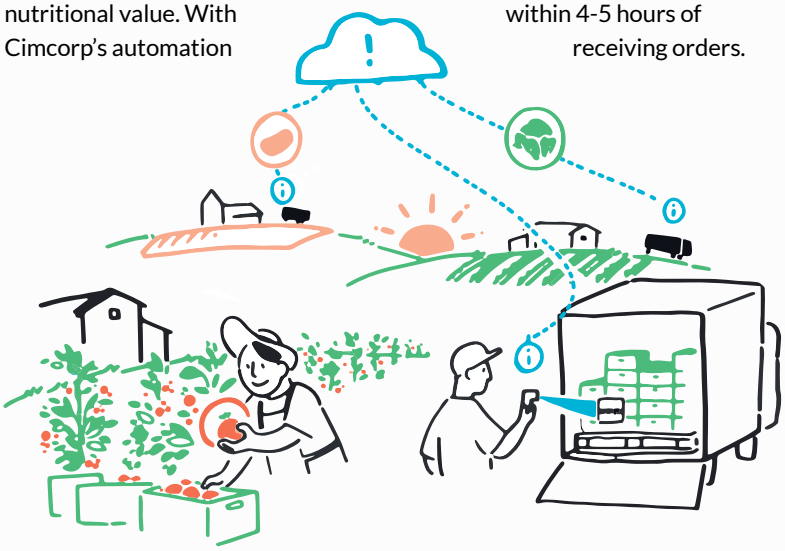


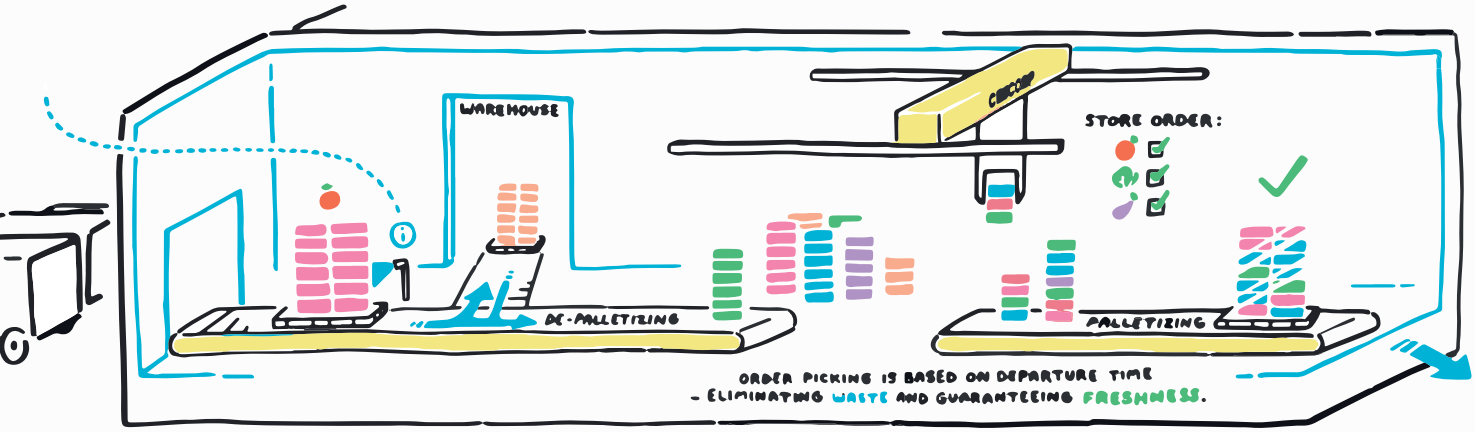
01 Quality and efficiency in grocery shopping

Quality is another key criterion for consumers when shopping for groceries. In order picking, speed and precision are decisive for product quality, considering that there is typically a wide assortment of fresh produce articles. Boasting the largest range of groceries in the discount segment, German food retailer, Netto Marken-Discount also automated its fresh produce logistics with Cimcorp.

02 Ensuring quick delivery of fresh produce

Fresh produce has a limited shelf life and the longer it takes to get to the store, the greater the chance that it will spoil or lose its nutritional value. With Cimcorp's automation expertise, Edeka Freienbrink – part of the largest German supermarket chain, Edeka Group – delivers fresh produce to its stores within 4-5 hours of receiving orders.





03 Securing employee safety and wellbeing

Automation can also alleviate ergonomic and labor issues, enabling operations to run in a faster and safer way. As labor availability continues to be a major challenge, employees in manual warehouses need to work harder and faster to fulfill orders accurately and on time. This poses significant ergonomic hazards and risk of injury.

04 Securing employee safety and wellbeing

At Edeka Freienbrink, the Cimcorp system takes care of the heavy lifting and physical work, allowing Edeka to rely on fewer people at the facility and making it easier to manage. Fresh produce automation leads to a more pleasant work environment, allowing employees to focus on problem solving and critical thinking.

05 Employee-centric fresh produce automation

Mercadona's approach to the benefits of automation is very employee-centric. The accuracy and quality of picked pallets, as well as shortened lead times, are always reflected through the effect on people. Securing employee safety and avoiding excessive workload are top priorities for the Spanish grocer.

> The order fulfillment process is automated; we trust our robots with the heavy lifting. Trusting automation maximizes the center's output capacity, increasing the quality and productivity of the staff at work. This collaborative, human-robotics knowledge ensures that everything inside the four walls of the distribution center is optimized, and no orders are ever late.
>
> **KARI MIIKKULAINEN**
> Director, Warehouse & Distribution Industry Sales at Cimcorp Group

REVOLUTION

Join the automation revolution where safety meets innovation, traceability builds trust, and next-gen warehouses drive smarter, greener operations.

02

16

Tracing back & forth

Food traceability is increasingly important across today's complex food supply chains. Maintaining and documenting information about the raw materials and their suppliers, as well as keeping records of the final product deliveries for food, are key requirements in the food supply chain. The aim is to ensure people's health & safety and maintain consumers' confidence in the food supply chain.



18

How automation instills a culture of safety & innovation

By automating and embracing new technologies, warehouses and distribution centers can cultivate not only a greater culture of safety, but also of innovation. Automation marks a transition from the traditional, physically demanding warehouse of yesterday, to more modern facilities that run better, faster and safer operations for the next generation of warehouse workers.



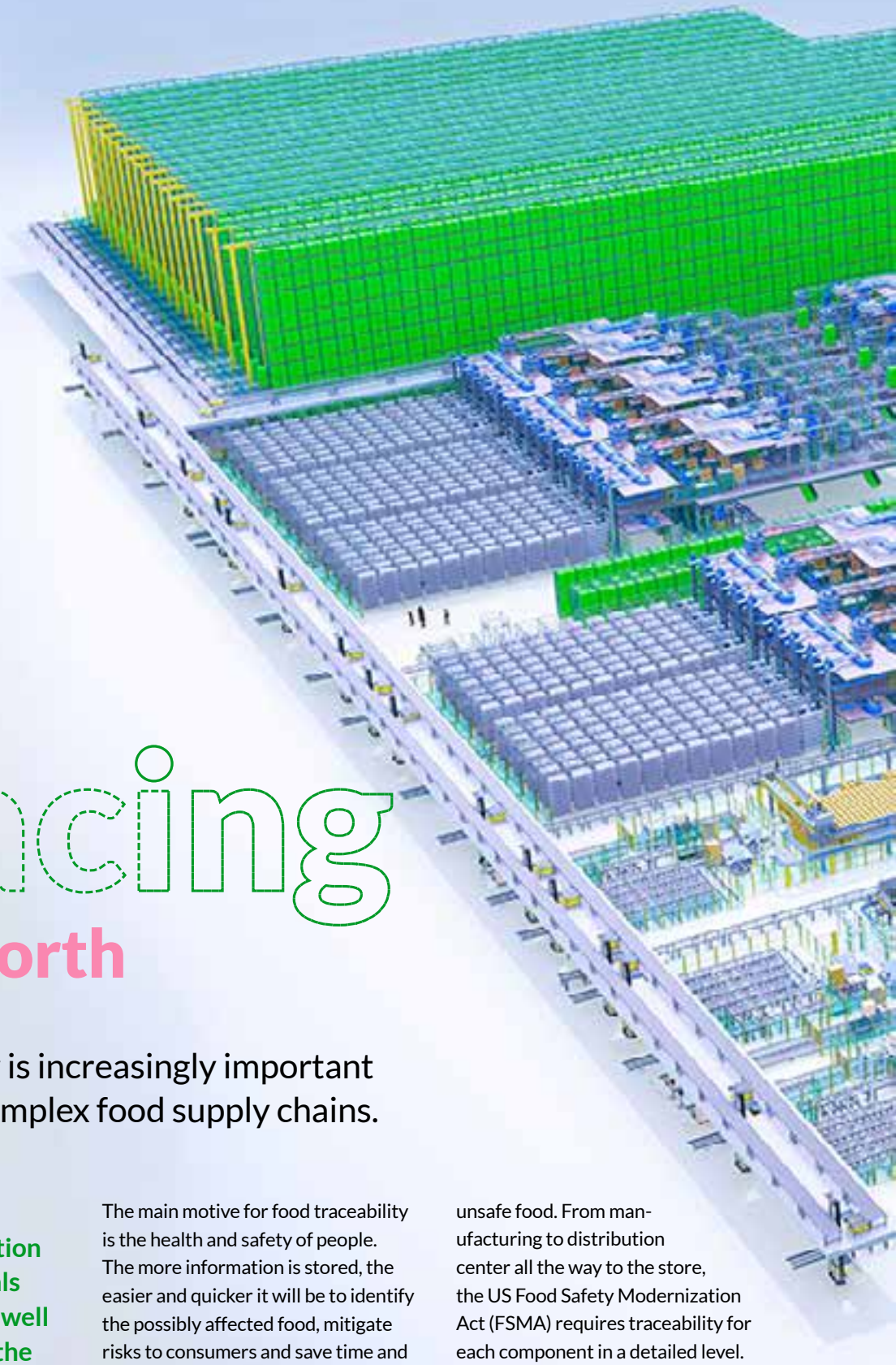
20

How automation improves supply chain sustainability

Supply chain sustainability is increasingly important for both of Cimcorp's key industries: grocery retail and tire manufacturing. By implementing automation, our customers are able to achieve their sustainability goals and improve their bottom line.



Read more ›



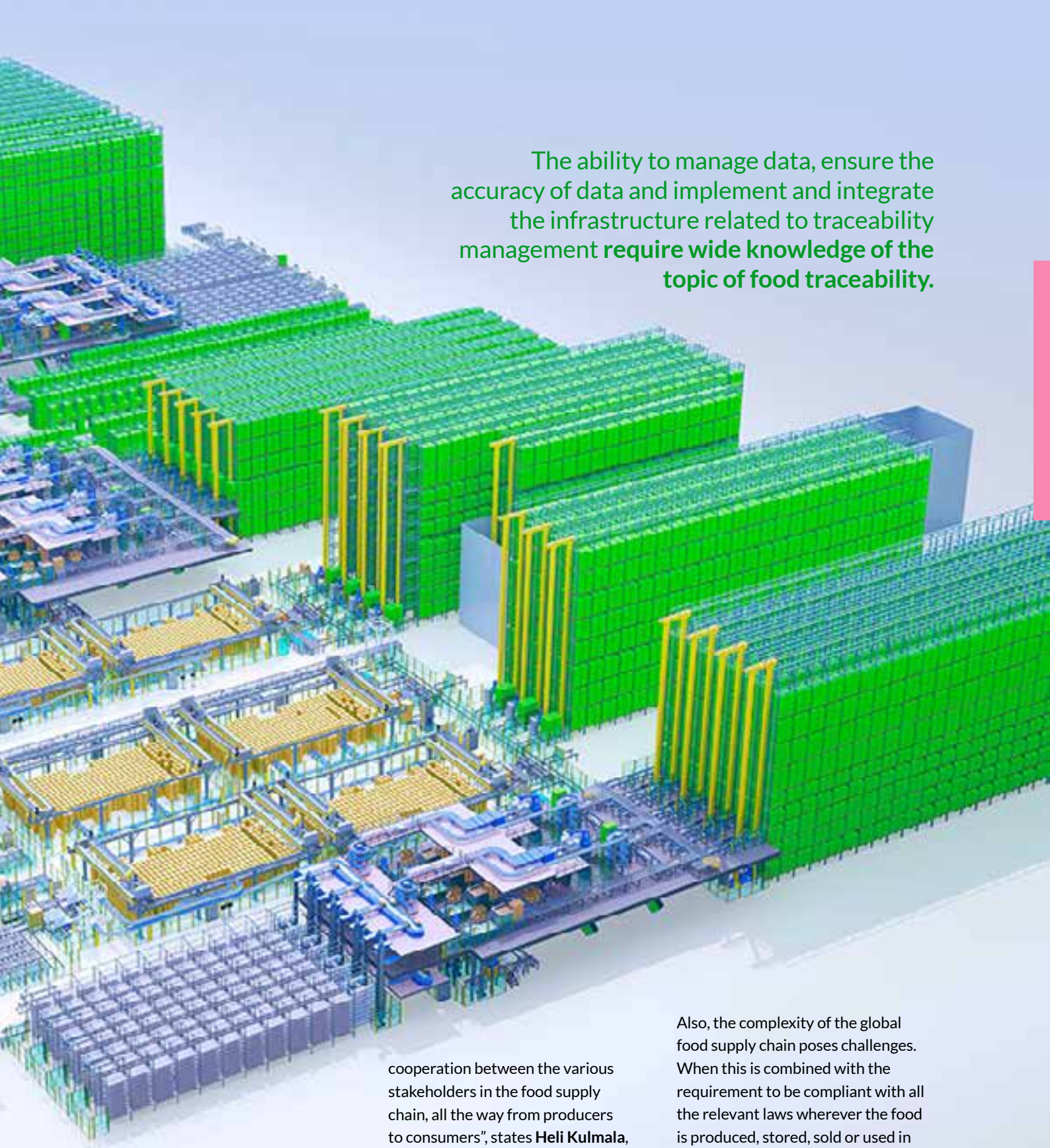
Tracing back & forth

Food traceability is increasingly important across today's complex food supply chains.

Maintaining and documenting information about the raw materials and their suppliers, as well as keeping records of the final product deliveries for food, are key requirements in the food supply chain. The aim is to ensure people's health & safety and maintain consumers' confidence in the food supply chain.

The main motive for food traceability is the health and safety of people. The more information is stored, the easier and quicker it will be to identify the possibly affected food, mitigate risks to consumers and save time and money. The European Commission's General Food Law Regulation defines traceability as the ability to trace and follow food, feed and ingredients through all stages of production, processing and distribution. The UK's Food Standards Agency explains that traceability helps keep track of food in the supply chain, which supports the accurate withdrawal or recall of unsafe food. From manufacturing to distribution center all the way to the store, the US Food Safety Modernization Act (FSMA) requires traceability for each component in a detailed level.

There are many aspects to food traceability including, for example, the ability to identify batches of food, recognize the source and recipients of food items, and ensure that food information is accurate. Traceability data should also be stored for a certain period of time to be able to access and retrieve it when needed.



The ability to manage data, ensure the accuracy of data and implement and integrate the infrastructure related to traceability management **require wide knowledge of the topic of food traceability.**

Traceability forms the foundation for maintaining consumer trust in food safety, quality, healthiness and ethics. It is also important in risk and crisis management of possible food safety issues and, in the worst case, withdrawals or product recalls.

"Clear expectations around food traceability build trust and enable cooperation between the various stakeholders in the food supply chain, all the way from producers to consumers", states **Heli Kulmala**, Head of Group QHSE at Cimcorp Group.

Food traceability know-how

The ability to manage data, ensure the accuracy of data and implement and integrate the infrastructure related to traceability management require wide knowledge of the topic of food traceability.

Also, the complexity of the global food supply chain poses challenges. When this is combined with the requirement to be compliant with all the relevant laws wherever the food is produced, stored, sold or used in the global food supply chain, the scale of the food traceability challenge becomes apparent.

Automation simplifies food traceability by offering the infrastructure – technology and software solutions – for data maintenance and safe product flows through distribution centers.



How automation instills a culture of safety & innovation

By automating and embracing new technologies, warehouses and distribution centers can cultivate not only a greater culture of safety, but also of innovation.

Automation marks a transition from the traditional, physically demanding warehouse of yesterday, to more modern facilities that run better, faster and safer operations for the next generation of warehouse workers.

Ergonomics is not just a buzzword. In fact, employee well-being and safety are some of the top reasons behind the decision to automate distribution centers, together with greater reliability in distribution. A safer workplace leads to healthier workers, lower injury costs, less stress and higher employee retention. Most traditional warehouses require employees to manually lift and carry crates of goods that are often heavy. Repetitive twisting, turning and reaching put warehouse staff at constant risk of injury, which potentially leads to long-term physical harm. Particularly in times of labor shortage, manual order fulfillment results in warehouse staff having to work harder and faster, increasing their risk of workplace injury. Automation can eliminate these ergonomic hazards and optimize facilities to run better and safer operations all year round.

Investing in workplace safety

In addition to the ergonomic challenges, insufficient staffing increases the operating pressures that beset manual distribution. SKU proliferation among growing consumer demand makes warehouses and distribution centers search for ways to accommodate growing inventories within a shrinking amount of space. Investing in workplace safety is vital to ensure the well-being of workers and to stay competitive. Work hours lost to avoidable injuries hamper the productivity and efficiency of the workplace. Automation creates a safer workplace by taking high-risk tasks away from workers and also provides an opportunity to consolidate the entire distribution center through system integration.

Safety and innovation

From conveyors and automated guided vehicles (AGVs), to automated storage and retrieval systems (AS/RS) and order picking solutions, robotics and machinery can alleviate the demanding task of order fulfillment. These automated solutions can provide rapid and accurate movement of goods – from receiving through storage, replenishment and picking, to packing and shipping – optimizing material flow from end to end.



> Especially when it comes to fruit and vegetables, the crates are heavy – often more than 25 kilos each. The trucks are packed up to two meters high, and to pick up such heavy crates from a height of two meters is very strenuous for the human body, not to mention the possible safety issues.
>
> **KARI MIIKKULAINEN,**
> Director, Warehouse & Distribution Industry Sales at Cimcorp Group

Distribution centers can limit human intervention to supervising operations, releasing orders, selecting picking sequences, transport planning or stepping in for products with special handling instructions.

With the help of automation, warehouses and distribution centers can minimize employee strain due to absences and provide better job satisfaction with the help of safety culture. With automation taking over the majority of material handling, distribution centers can proactively eliminate the risks of injury and counter absence by protecting workers' safety and long-term health. Moreover, a workplace where injury prevention is the main goal helps to set the tone for a company's commitment to safety. A positive safety culture has an influence on workers' morale and turns them into safety advocates, directly impacting employee performance and retention.

How employees can lead the way

With growing distribution volumes and the need for efficient logistics, technology innovations play a pivotal role in revolutionizing safety in distribution facilities. When moving towards automated solutions, it is essential to ensure that employees are on board with the changes.

Automation is not meant to replace human workers – it is about supplementing human workers by providing them with more efficient and safer workflows

The tasks for employees are elevated from repetitive, physical labor into more sophisticated work in terms of supervising automated operations and reviewing performance data.

Today's jobseekers gravitate more towards careers where they can apply some technological acumen, in addition to enjoying a safe work environment.

"The safety risks often make careers in warehousing and distribution less appealing to jobseekers and create difficulties with retaining employees," says **Kari Miikkulainen**. "Automation can alleviate the physical burden for workers and elevate them into new, technical and supervisory roles. In effect, automated systems not only fill the operational gaps left by widespread labor shortages, but also protect current employees with more fulfilling, tech-driven positions. Thus, automation can present a drastic improvement in ergonomic conditions and the future outlook of distribution centers."

How automation improves supply chain sustainabi

Supply chain sustainability is increasingly important for both of Cimcorp's key industries: grocery retail and tire manufacturing.

By implementing automation, our customers are able to achieve their sustainability goals and improve their bottom line.

Maximizing energy efficiency
Our gantry robots use minimal energy while maintaining optimal performance. Each robot is crafted from aluminum, resulting in a lightweight yet durable structure that enables swift acceleration and maximizes handling capacity in the distribution center. The aluminum is fully recyclable material without loss of quality, which significantly increases the systems end-of-life value.

Regenerative braking
With the ability to carry multiple crates simultaneously, our innovative crate solutions can support up to 250 kilograms (550 lbs) at a time, with stacks up to 2.5 meters (8 ft) high. You can move and handle high volumes with ease and speed!

Our gantry robots maximize power efficiency by recycling braking energy and returning it to the power grid – very much like EV vehicles do today! These robots can recover up to 30% of their energy output! This eco-friendly feature makes them an excellent choice for businesses looking to reduce their carbon footprint.

Optimizing transportation results in a greener supply chain
Our Warehouse Control System helps organize logistics and streamline the overall supply chain in a more sustainable way. By optimizing the loading of delivery vehicles, we can utilize the space more efficiently, leading to fuller trucks and therefore fewer trucks. This means less pollution from exhaust fumes and fewer kilometers being driven resulting in a more sustainable supply chain.

Less food waste with extended shelf life
By optimizing material handling, customers can double the speed at which produce moves from the fields to store shelves. We have helped customers around the world accelerate their order fulfillment. For example, Spain's largest grocery retailer, Mercadona is able to move produce to stores in less than 24 hours with our automated grocery order fulfillment solution.

By implementing automation, our customers are able to extend the shelf life of their products. This prevents spoilage and strengthens the sustainability of the food supply chain.

Minimize material waste with automation
Our Warehouse Control System allows tire manufacturers to streamline their operations by minimizing intermediate storage and eliminating unnecessary waste

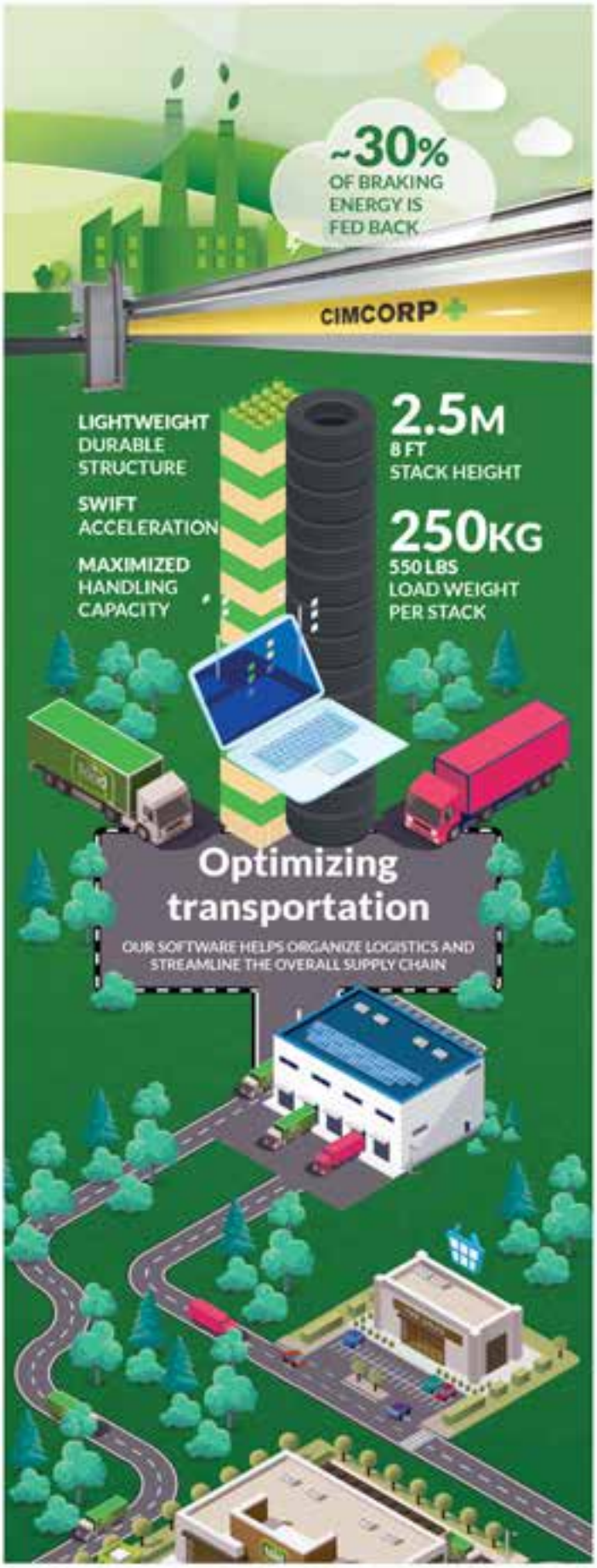
lity

due to aging out or wrong orders, saving time and money. Should any disruptions occur during the manufacturing process, our system allows for complete traceability of all individual tire components, making it easy to identify and address any issues without scrapping the entire inventory.

Say goodbye to wasted inventory and hello to a more efficient cost-effective production process with our WCS.

Sustainable crates

Many modern grocers have embraced the use of reusable plastic crates (RPCs), which can withstand thousands of uses, and have replaced traditional cardboard boxes as the go-to method of transporting farm-fresh produce to store shelves. Thanks to their extended lifespan, RPCs can be utilized repeatedly from the field all the way to the warehouse making them an excellent investment for a greener tomorrow.



CUSTOMERS

Feel confident from day zero. With transparent communication, turnkey delivery, expert training, 24/7 support, and services tailored to your needs, you can maximize your automation investment and count on reliability every step of the way.

03

5 TIPS to get the most out of your automation investment

01

Be transparent with your employees



Why do you need automation in the first place? What do you want to achieve? Communicate these points to your employees, as well as how the change will benefit their work and how they can prepare themselves. Also, consider how long the installation will take and how it will impact current processes. Transparency is the key. After all, a well-informed employee is a happy employee.

02

Keep things running smoothly with turnkey delivery



Turnkey delivery means you get supplier support from start to finish: from solution design, production and testing, to system installation and commissioning. At Cimcorp, we always have experienced project managers working closely with our customers' in-house teams to ensure each step runs smoothly and everyone feels comfortable with the automated solution once installed.

03

Find peace of mind with comprehensive training



People always feel better when they understand how something works. A critical part of delivering a turnkey solution is comprehensive training for operators and maintenance staff. In cases where these roles are absent, Cimcorp will provide full service and support by an on-site Cimcorp expert, allowing customers to focus on their core business.

04

Look for tailored service packages to maximize uptime



With automation, there can be concerns about uptime and what, if any, interruptions there may be to daily operations. Since no two businesses are alike, you need individualized services that meet the needs of your business and ensure maximum system uptime. Recognizing this, we tailor our service agreements to each customer. These may include preventive maintenance, spare parts or repair services. We can provide both on-site and remote support over the telephone, via e-mail or via a virtual private network connection.

05

Have 24/7 service available to you



No one has a crystal ball to see the future, but knowing your supplier is a lifetime partner committed to ensuring your company's continued success helps to control any uncertainties. You know you can rely on their post-sale service group and local partner network for the rest of the system's lifetime. With a majority of automated facilities running 24/7, that support has to be available around the clock as well, with resources ready to address machinery or IT failures so you don't lose valuable time.



Optimizing order flows — 24 hours from field to store

Mercadona excels in providing quality groceries and household essentials with commitment to customer satisfaction.

Mercadona partnered with Cimcorp to implement an automated intralogistics system at its distribution center in San Isidro, Spain. The goal was to guarantee the freshness of perishable fruit and vegetables by shortening lead times in the warehouse to extend shelf life.

Fresh fruit and vegetables can only stay fresh for a limited time, and if there are any delays in delivering them, they can spoil or lose their nutritional value.

Mercadona aims to guarantee the freshness of perishable fruit and vegetables for its customers. One of the best ways of doing this is by reducing the lead time in its warehouses, thereby extending the shelf life of its products.

With a commitment to providing high-quality produce and exceptional value for customers, Mercadona sought to optimize its order flows and minimize food waste.

"The grocery industry is extremely competitive, as shoppers change consuming habits fast and change stores even faster. Today, stores offering the freshest, most seasonal produce win. Our job is to help industry players provide their shoppers with more high-quality, fresh produce in less time."

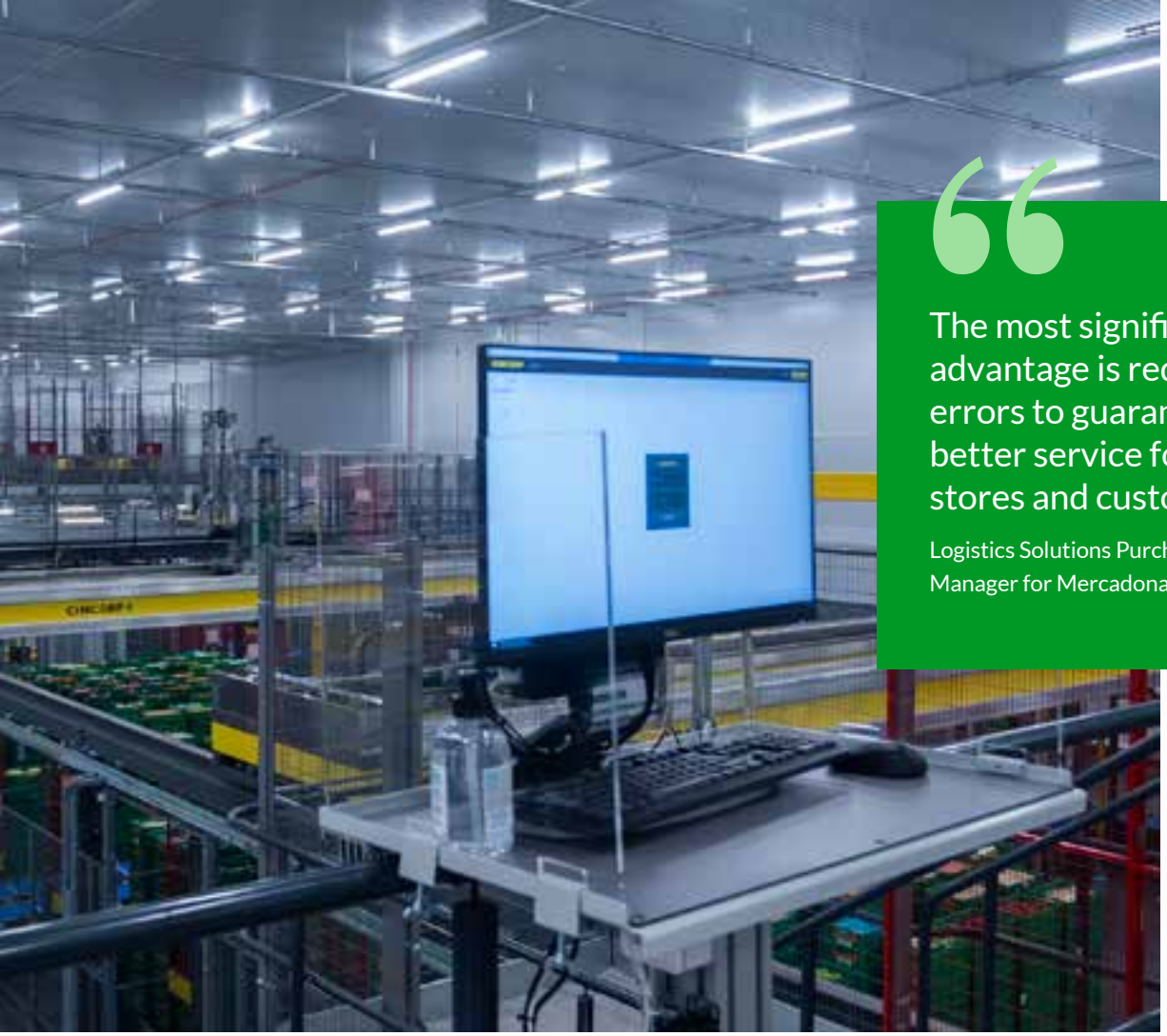
Kari Miikkulainen, Director of Warehouse & Distribution Industry Sales at Cimcorp.

"Having modular solutions has advantages, such as all personnel knowing the installation, regardless of which city it is in. Additionally, the solutions can be scaled up and the processes standardized more efficiently. The best part has been the robustness of the application; we haven't had operational surprises with real orders, and we've been able to provide a guaranteed service to our stores," states Logistics Solutions Purchasing Manager for Mercadona.

Cimcorp's automation solution secures many benefits for Mercadona, including fresher produce, less waste and a safer workplace. By leveraging automatic storage, handling and order-picking capabilities in different temperature zones, Cimcorp's system has streamlined processes and reduced order-processing time significantly.

Modular control architecture

The solution utilizes sophisticated and integrated software for data tracking, tracing and management, ensuring efficient operations throughout the supply chain.



> The most significant advantage is reducing errors to guarantee a better service for our stores and customers.
>
> Logistics Solutions Purchasing Manager for Mercadona

Cimcorp designed modular control architecture that provides the agility and flexibility needed to handle unpredictability in consumer demand. With work in the DC divided into sections but controlled by one integrated management solution, all units can work in synchronization and meet Mercadona's desired growth targets.

This modular approach has enabled scalability and standardized processes across multiple locations for Mercadona, enhancing operational efficiency and facilitating knowledge transfer among staff.

Furthermore, by relying on robotics to automate repetitive tasks, Cimcorp's solution has reduced costs, enhanced employee productivity and minimized errors in the delivery process. With robots taking care of the heavy lifting and order fulfillment automated, the solution ensures maximum output capacity, improved quality and increased productivity for Mercadona's staff.

Cimcorp's intralogistics solution has revolutionized Mercadona's order fulfillment process, enabling the delivery of fresh and seasonal produce to stores within 24 hours.

By reducing lead times and optimizing order flows, Mercadona has successfully extended shelf life for its perishable goods, reducing food waste and enhancing the overall customer experience.

The successful collaboration demonstrates the potential of automation for transforming the food supply chain and ensuring sustainable growth in the grocery retail industry.

+118k	297	24 h
TOTES PER DAYS	STOCK KEEPING UNITS	FROM FIELD TO STORE



Keeping Kwik Trip's bakery distribution "kwik" and fresh

High-density storage and Cimcorp's MultiPick system enable the Midwest convenience store chain to optimally manage 80,000 trays of products and fulfill orders for 53,000 trays to 700+ locations daily.

Within the 87,000-square-foot warehouse, Cimcorp designed a space-saving, high-density layout and custom automated solution centered around its MultiPick robotic order picking system.

The warehouse is part of a 200,000-square-foot baking facility opened by Kwik Trip in the fall of 2018 in response to growing demand for its self-produced baked goods—namely bread and buns. With the goal of producing and distributing four times the volume of output of its previous baking facility, Kwik Trip wanted to automate as much of its operations as possible.

Today, the state-of-the art facility features various automated systems that handle the majority of production, packaging, warehousing and outbound distribution in a well-orchestrated, fully integrated fashion.

Eric Fonstad, Facility Director, Kwik Trip, said, "The warehouse is one of the most critical points in the La Crosse facility's end-to-end process, as the bread and buns that come in from production and packaging are held for no more than 48 hours before being sent to our stores.

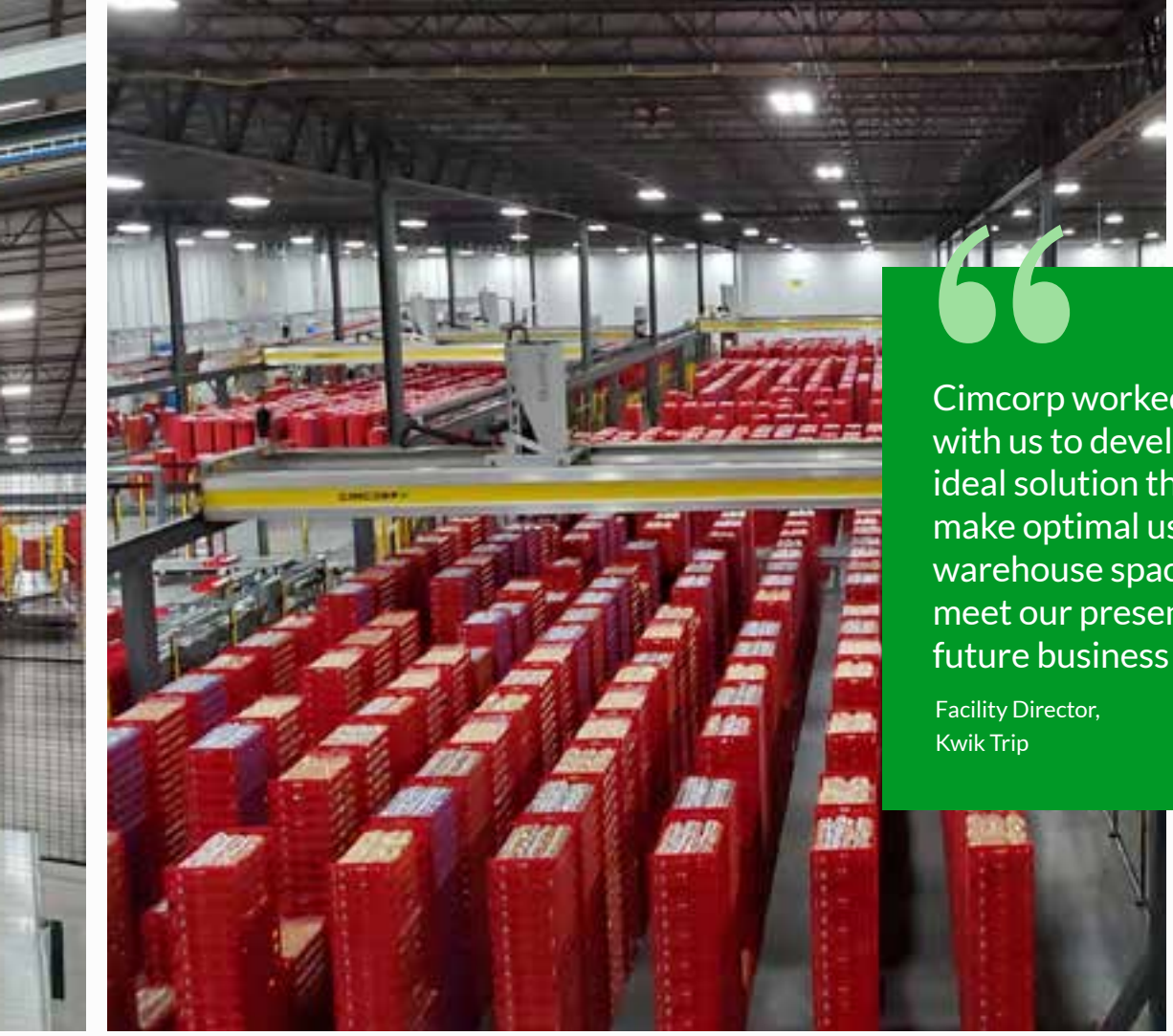
From receiving to storage, through picking and dispatch—these products have to flow seamlessly and quickly to guarantee their maximum freshness for our customers. Cimcorp's automation is central to enabling this efficient product movement and is therefore pivotal to our bakery business.

Cimcorp worked closely with us to develop an ideal solution that would make optimal use of our warehouse space and meet our present and future business needs."

Notably, when orders come in from Kwik Trip's stores, the data is transferred to Cimcorp's Warehouse Control System (WCS), which then controls and directs the MultiPick to pick the orders based on store and route. The MultiPick operates from overhead and retrieves the required trays of products from stacks up to 20 high across the warehouse floor.

Computer control ensures that the orders are picked with 100-percent accuracy and that Kwik Trip follows a first-in-first-out (FIFO) inventory management model. By automating, Kwik Trip has also eliminated the ergonomic risks of manual handling—enhancing workplace safety for all warehouse employees—and improved its surge capacity.

Derek Rickard, Director of Sales, Cimcorp, said, "Surges are a common challenge in bakery distribution—



> Cimcorp worked closely with us to develop an ideal solution that would make optimal use of our warehouse space and meet our present and future business needs.
>
> Facility Director,
> Kwik Trip

where warehouse managers and employees must keep products efficiently moving out the door amid spikes in order volume. These are often seen seasonally but can also occur due to other external market factors.

For instance, at the onset of COVID-19, Kwik Trip saw demand nearly triple in a single week. But thanks to the rapid handling and adaptability of our MultiPick system, the La Crosse facility was able to maintain the same product flow and level of order accuracy as its normal daily operation.

From the beginning, it was important that our solution offer such flexibility, as well as scalability to meet Kwik Trip's warehousing needs as the company sets its sights on continued growth ahead."

About Kwik Trip

Kwik Trip is a family-owned company founded in 1965. Kwik Trip operates 723 stores and employs almost 29,000 co-workers in Wisconsin, Minnesota, and Iowa.

The stores receive daily deliveries of fresh baked goods, dairy products, soups, salads, fruit, produce, sandwiches and sells grocery products, general merchandise, gasoline, and related petroleum products.

The company operates its own bakery, dairy, water bottling line, kitchens, food safety lab, distribution center, ice plant, LP plant, blow mold facility, transportation company, and health clinic. Kwik Trip makes, ships, and sells 80 percent of its own branded products and serves 8.5 million guests per week.

The solution is able to rapidly manage 80,000 trays of fast-moving bakery products and process orders for 53,000 outbound trays to over 700 Kwik Trip stores each day.

53k	zero	100 %
TRAYS PER 20 HOURS	ERGONOMIC RISKS	ORDER ACCURACY



The future of logistics is automated: Netto's strategic partnership with Cimcorp

To optimize processes at its logistics center in Coswig and make its supply chain fit for the future, Netto has partnered with automated solutions provider, Cimcorp.

Netto Marken-Discount is Germany's largest discounter and part of the Edeka Group. Netto's logistics center in Coswig serves 228 stores, supplying them with food products, drugstore items and non-food goods.

The challenge for Netto has been to optimize the logistics processes at Coswig to meet growing demand while ensuring the highest standards of efficiency and customer satisfaction. To achieve this and make its supply chain fit for the future, Netto has partnered with automated solutions provider, Cimcorp, to ensure fresh produce is delivered to stores within 24 hours of being received at the distribution center.

Automation for more efficient processes

If retailers want to have greater productivity and less risk in their logistics centers, automation is the way to go. Automated systems work with precision and speed; they reduce the risk of delays or errors, which increases reliability. That in turn brings shorter lead times and more precise order fulfillment, which increases customer satisfaction and keeps the company competitive.

Improved working environment

Crates of fresh produce can weigh up to 20 kilos. Lorries are packed 2 meters high, and loading 20 kg crates to that height often presents a challenge for human workers; logistics technology helps to make their jobs easier.

Automation is mainly introduced to reduce employees' physical workload and increase order picking accuracy. Distribution center employees can then concentrate on controlling the machines, which results in job security for highly skilled workers.

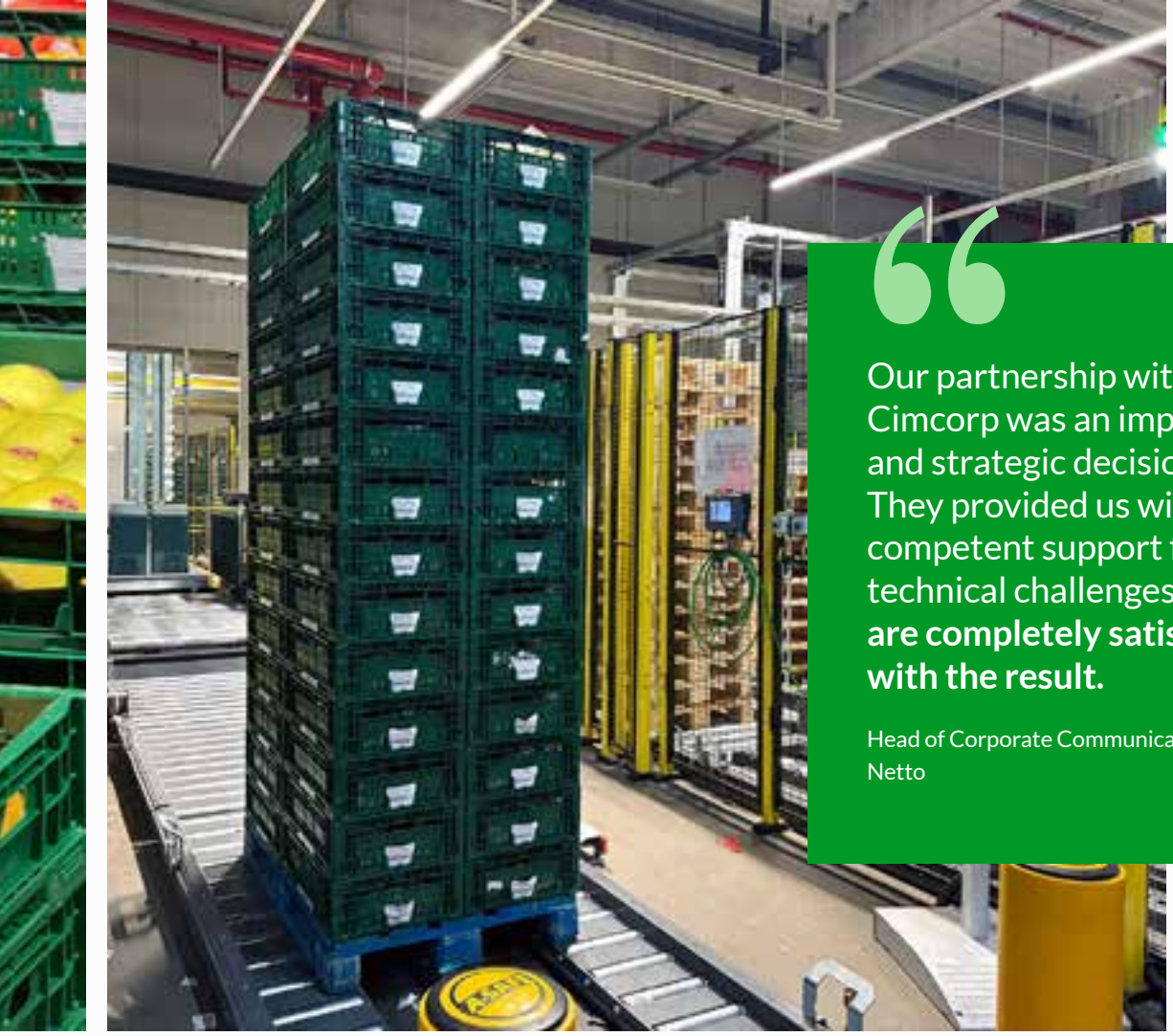
Innovation with a focus on customers

While automation brings long-term advantages, our focus is still on optimizing efficiency while maintaining the same quality of customer service, improving employee satisfaction and safeguarding local jobs explained Christina Stylianou, underscoring Netto's commitment to balancing innovation, customer service, employee satisfaction and the far-reaching impacts of automation.

Mapping out future efficiency

From forging strategic partnerships to meeting operational challenges, automated solutions have great potential for tomorrow's logistics.

Automation is set to play a key role in increasing future efficiency and



> Our partnership with Cimcorp was an important and strategic decision. They provided us with competent support for the technical challenges. **We are completely satisfied with the result.**
>
> Head of Corporate Communications, Netto

competitiveness in the retail sector – especially in light of the current labor availability situation in the logistics industry.

Advantages of automation for Netto's Coswig logistics center

Automation has allowed Netto to optimize its system utilization, maximize efficiency and control its dynamic operational landscape effectively. In particular, automation has helped Netto to design its processes in the Coswig logistics center to ensure greater stability and meet production targets. This ensures consistent and reliable service for Netto's customers.

Netto Marken-Discount chain operates over 4,200 stores and offers affordable food and household items, catering to budget-conscious shoppers with its wide product range.

Continuous optimization

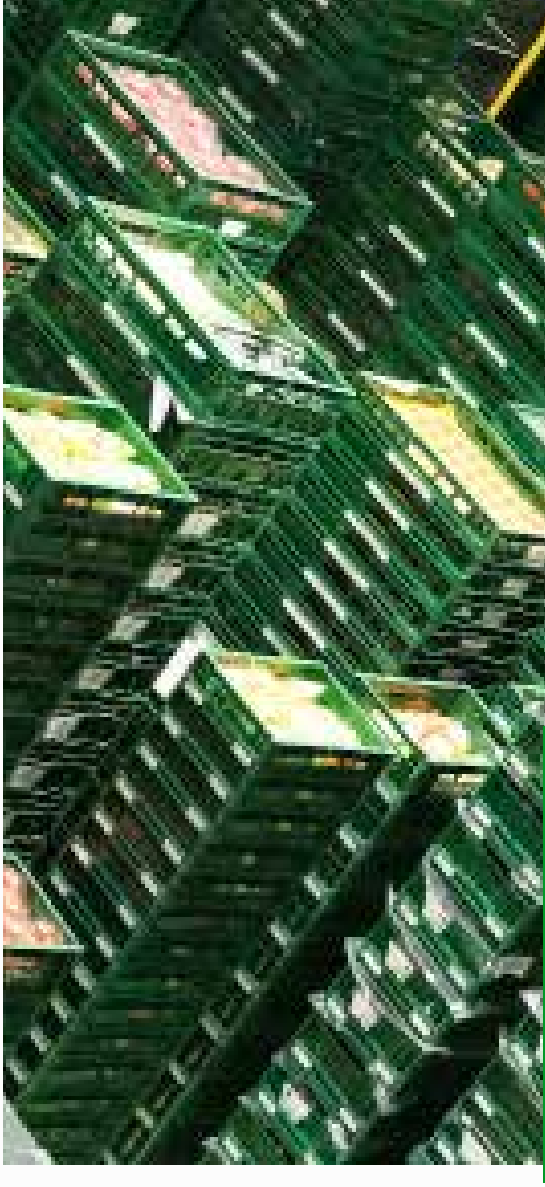
For Netto, automation was never an end in itself – its goal has been continuous optimization of efficiency at the Coswig site to improve customer service; after all, automation should also bring benefits to customers. Netto is committed to continually optimizing its use of the system, resulting in efficiency improvements within its logistics processes.

Customer support

Cimcorp provided prompt and competent technical support to overcome the technical challenges of the project, making the introduction of automation at the logistics center considerably easier for Netto. Effective communication channels and cooperation have enabled problems to be solved immediately, no matter where the parties have been located.

6/6	228	24 h	4
NETTO DCS BY CIMCORP	NETTO STORES	FROM ARRIVAL TO STORE	ROBOTS 2 CELLS

Future of fresh food distribution — Edeka Freienbrink



Future of fresh food distribution — Edeka's Freienbrink distribution center is relying on automation from Cimcorp Group to help deliver fresh produce to stores within 4-5 hours of receiving orders.

Part of Edeka Group, the largest German supermarket chain, Edeka Freienbrink is on a mission to distribute fresh food to its 488 stores around Berlin and Brandenburg quickly and efficiently. The goal is to deliver fresh produce to the stores within 4-5 hours of receiving the order, and Edeka is relying on the automation expertise of Cimcorp Group to achieve this.

Edeka Freienbrink is one of five Edeka distribution centers Cimcorp has been modernizing with intralogistics automation designed for fresh food handling.

Mission to deliver fresh and fast

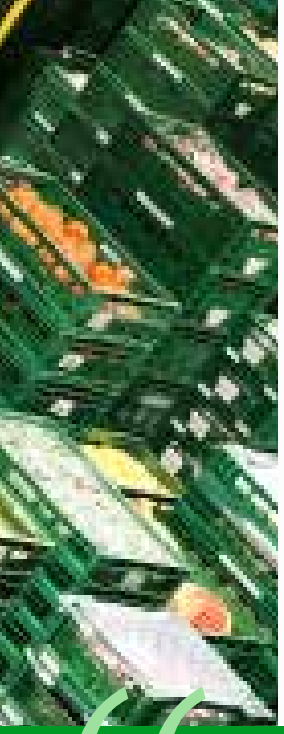
Order data is received at the Freienbrink DC around 11:30 a.m. and picking starts in the system at 12:00 p.m. The drivers arrive an hour later and wait for the goods to be loaded into their vehicles. They usually deliver the produce to the stores in Berlin first, and the goal is to have the goods in the stores by 8:00 a.m. the next morning.

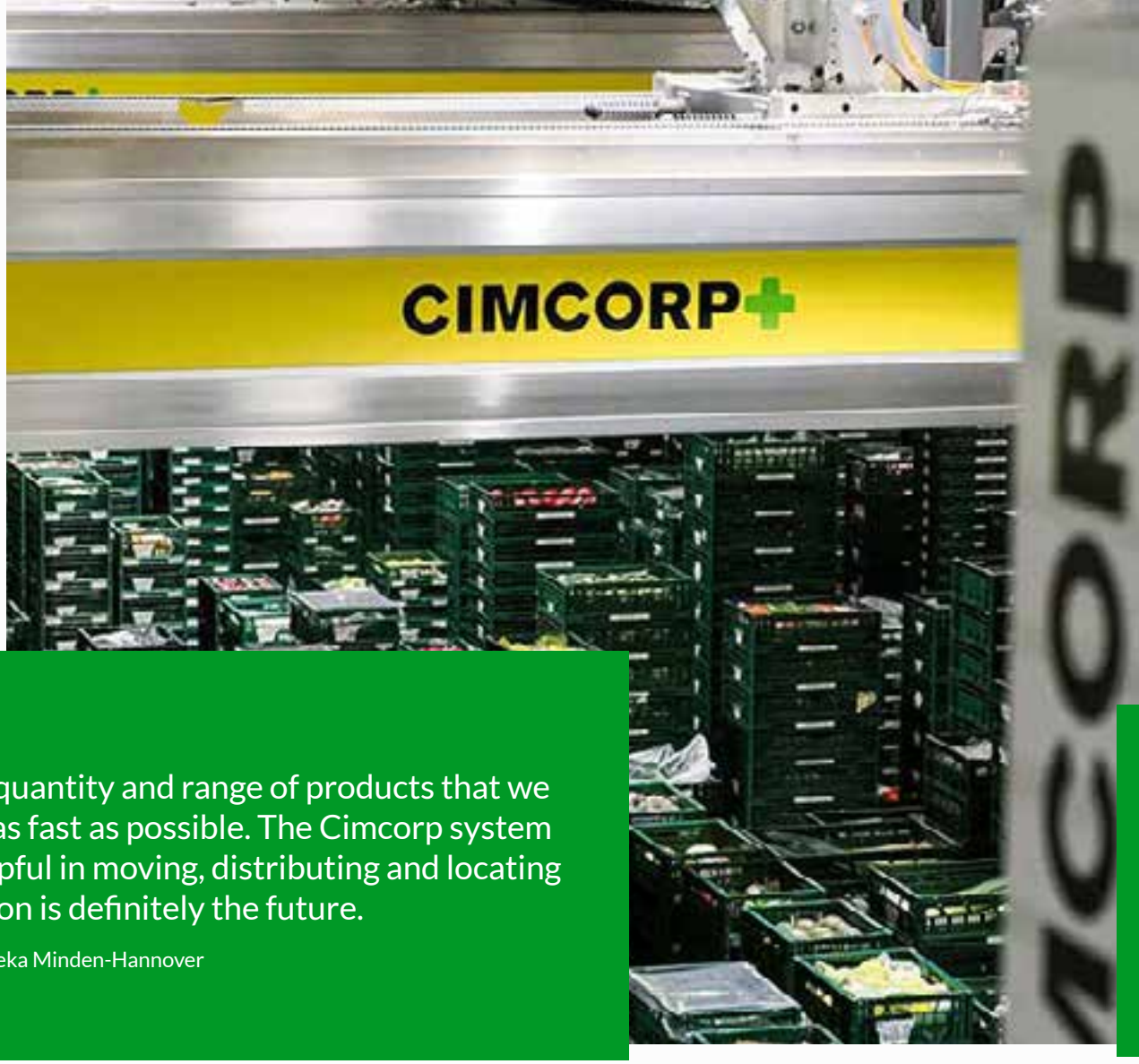
"From Freienbrink's distribution center, we serve a total of 488 stores, 416 of which have their fruit and vegetables handled by the Cimcorp solution, says **Rene Klaus**, Operations Manager at Edeka Minden-Hannover.

Getting fresh food delivered as quickly as possible from field to store is of paramount importance for ensuring its quality and safety. Fresh produce has a limited shelf life and the longer it takes to get to the store, the greater the chance that it will spoil or lose its nutritional value. "The system has to run – we are very time-bound and any delay in the process could mean that we could not supply our customers with the quantity that they would like to have, and that cannot happen," continues Rene Klaus.

Safer and healthier work

The system takes care of the heavy lifting and physical work, allowing Edeka to rely on fewer people at the facility and making it easier to manage. "The picking must be done on time," says Rene Klaus.





> We have a vast quantity and range of products that we need to handle as fast as possible. The Cimcorp system is extremely helpful in moving, distributing and locating them. Automation is definitely the future.
>
> Operations Manager, Edeka Minden-Hannover

With Cimcorp's automation expertise, Edeka experiences fast and efficient deliveries of fresh produce without picking errors or delays.

"We work from Sunday to Friday. The produce always leaves in the afternoon. In terms of personnel, it means finding people to work weekends and holidays. These positions are becoming harder to fill," he continues.

By taking over monotonous, repetitive and physically demanding tasks, automation can reduce the risk of injuries caused by manual labor. Overall, automation leads to a safer, healthier and more comfortable work environment for employees at Edeka Freienbrink, allowing them to focus on tasks that require problem solving and critical thinking.

Future of fresh food distribution automation

As the demand for faster and more efficient distribution of fresh food continues to grow, the Edeka Freienbrink DC is looking to increase automation. Rene Klaus predicts that all heavy lifting and physically exhausting work will be done by machines in the future, with people needed to handle the control.

Automation in the distribution center is crucial to meet the demands of Edeka's customers and ensure that they receive fresh produce quickly and efficiently. As Edeka Freienbrink looks to increase its automation, Cimcorp's expertise will continue to play a vital role in helping the company meet these demands.

1/5	4–5 h	488
EDEKA DCS BY CIMCORP	FROM ORDER TO STORE	STORES

CASE: REWE

REWE tackles labor shortages with automated fresh food solution

REWE Group, one of Germany's leading food retail companies, is implementing an automated fulfilment system for fruit and vegetables at its logistics centre in Oranienburg, about 50 km north of Berlin.



Cimcorp's intralogistics solution provides reliable order picking for fresh products such as fruit and vegetables in plastic crates. The agreement also includes a comprehensive customer support contract with 24/7 system support for high availability of the system. With Cimcorp's automation expertise, REWE secures fast and efficient deliveries of fresh produce without picking errors or delays. The automated system provides a safe working environment for logistics employees.

Labor availability continues to be a major challenge for warehouses and distribution centers around the world. The physical strain that comes with handling heavy items day-in-day-out in manual warehouse operations is a significant workplace hazard. This is where the automated solution from Cimcorp comes in to automate the handling of heavy items.

"REWE expects a mature technical solution that facilitates the work of employees and offers customers consistently high delivery quality in terms of on-time-in-full deliveries," says **Torsten Prag**, Logistics Manager for Region East, REWE Group.

Automation can alleviate ergonomic and labor issues, enabling operations to run faster and safer. Cimcorp's order picking solution takes care of the the heavy lifting, leading to a safer and more productive work environment.

Automation ensures reliable deliveries

Automation in the distribution center is pivotal to meet the demands of REWE's customers for order accuracy and freshness. REWE aims to increase automation, especially at its existing sites, to ensure rapid delivery in times of increasing labor challenges.

"We believe that the new fulfilment system will guarantee our customers high delivery quality, even in times of labor shortage," adds Prag. "However, we also want to examine what other opportunities arise as a result of faster order processing."

With advances in technology and the increasing need for efficiency and productivity, automation has become a key driver of growth and innovation in intralogistics.

Sustainability in action

Automation and strategically planned intralogistics can enable businesses to



> Fruit and vegetables are an extremely important commodity group for REWE customers, but characterized by heavy physical labor in the warehouses, which makes it difficult to recruit personnel. Cimcorp offers a unique solution to automate fruit and vegetable picking and alleviate physical labor for warehouse workers and thereby ensure the reliable delivery of fruit and vegetables to stores also in the future.
>
> Director SCM and Logistics, Rewe Markt GmbH

become more eco-friendly. For REWE Group, sustainability is a fundamental element of its business strategy. The retailer is aware of its responsibilities and committed to sustainable activities. Cimcorp's order picking solution will help REWE's supply chain and intralogistics to become greener and more sustainable. The service agreement includes maintenance and will extend the lifetime of the system. In addition, a faster supply chain enables longer shelf life, leading to less food waste. As a pioneering innovator in the field of automation that has successfully accelerated the intralogistics of customers around the world, Cimcorp is committed to achieving high quality standards while minimizing environmental impact.

2	24/7	40 h / wk.
ROBOTS 2 CELLS	SYSTEM SUPPORT	TECHNICAL ON-SITE SUPPORT

Alimerka enhances supply chain efficiency and sustainability with Cimcorp



The adoption of automated technologies in the supply chain can help reduce resource wastage and minimize environmental impact. By optimizing storage and distribution processes, packaging waste and transportation times can be reduced, thus contributing to environmental conservation and carbon emissions reduction.

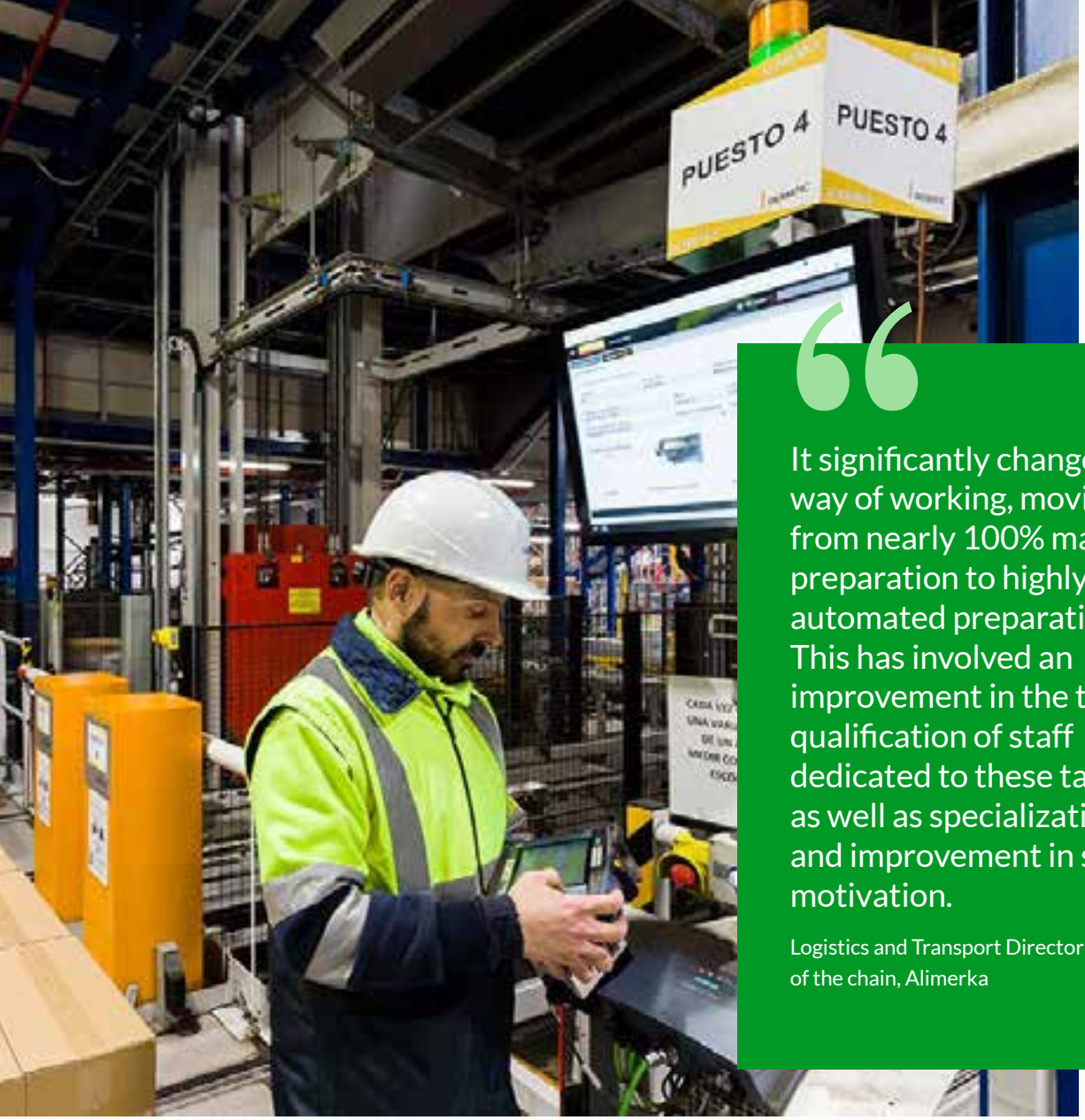
Alimerka, a company committed to sustainability, has integrated automated solutions from Cimcorp to reduce packaging material usage and enhance distribution efficiency. This approach not only benefits the environment by reducing waste generation but also optimizes the supply chain, making it more agile and efficient.

Alimerka's goal was clear: to automate processes in its warehouses to enable sustainable growth, optimization of production processes, and improvements in ergonomics and occupational safety. **Iván Pravia**, Head of Technical Office at Alimerka, emphasizes: "The basic idea is to be more efficient, and automation is the key to achieving it."

The partnership with Cimcorp provided Alimerka with a solution that not only met their current needs but also allowed them to grow and adapt to future challenges. "It significantly changed our way of working, moving from nearly 100% manual preparation to highly automated preparation. This has involved an improvement in the training qualification of staff dedicated to these tasks, as well as specialization and improvement in staff motivation," says **Suárez Fueyo**.

Impact on consumers: transparency and quality

But how do consumers perceive this improvement in logistical efficiency? Pravia points out that while end consumers are not always aware of the work behind the scenes, the improvement is reflected in the quality and freshness of the products they find on Alimerka's shelves. "The end customer is not always aware of what companies do, but when they see fresh and well-organized products, they know they are in a place where quality matters."



> It significantly changed our way of working, moving from nearly 100% manual preparation to highly automated preparation. This has involved an improvement in the training qualification of staff dedicated to these tasks, as well as specialization and improvement in staff motivation.
>
> Logistics and Transport Director of the chain, Alimerka

Sustainability and future: Alimerka's values

Alimerka not only seeks operational efficiency but also has a strong commitment to sustainability. "Sustainability is one of our strongest values," affirms Pravia. "We work every day to improve our processes to be more sustainable and to transmit that commitment to our customers."

The partnership with Cimcorp has contributed to this goal by reducing cardboard usage and improving distribution efficiency, reflecting Alimerka's commitment to sustainability.

Looking to the future: continuing the collaboration

For Alimerka, the journey towards efficiency is far from over. They continue to work with Cimcorp to improve and find even more innovative solutions. "Automation for Alimerka is key to ensuring that the company remains at the forefront of our sector and can quickly grow and adapt to market needs," concludes Iván Pravia, the Head of Technical Office.

The end customer is not always aware of what companies do, but when they see fresh and well-organized products, they know they are in a place where quality matters.

+14k	119	1
TOTES PER DAY	TOTAL SKU	ROBOT 2 CELLS



Grupo MAS accelerates logistics and cuts waste with Cimcorp's fast automation

Grupo MAS – a Spanish, family-owned business with more than 50 years of experience in the food distribution sector – has chosen Cimcorp, a pioneer in intralogistics solutions, as its trusted automation partner.

Facing challenges such as limited space, rising logistics costs and increasing demand for efficiency, Grupo MAS sought a solution that would optimize its logistics operations without compromising employee wellbeing. Cimcorp's proven automation technology stood out as the perfect fit.

"With Cimcorp's solution, we can prepare goods in 24 hours, giving us the flexibility and agility to deliver to our more than 200 stores," explains **Jose Manuel Martín Alba**, Director, Logistics and Transport, at Grupo MAS. "The system will reduce manual handling, streamline operations and improve stock control, enabling our team to focus on higher-value tasks while enjoying a safer and more structured work environment."

Cimcorp is implementing an order-picking system at the company's distribution center in Guillena, Sevilla to automate its fresh fruit distribution, ensuring faster deliveries, improved employee support and a more sustainable supply chain. This strategic move reinforces Grupo MAS' commitment to innovation, operational excellence and providing the freshest products to its customers.

Kari Miikkulainen, Director, Warehouse & Distribution Sales at Cimcorp Group, emphasizes how automation simplifies operations while improving employee wellbeing: "Our goal is to create automation solutions that not only boost productivity but also support employees in their daily work. By eliminating heavy manual handling and streamlining processes, Grupo MAS' team can work more efficiently and with greater ease. This is a prime example of how automation enhances both business performance and workplace conditions."

Sustainability at the core of the transformation

Sustainability is a key pillar of Grupo MAS' business strategy, reaffirmed each year through a dedicated "Zero Waste" program, which drives the implementation of sustainable solutions across all operations to reduce environmental impact. By leveraging automation, the company will significantly reduce food waste and shrinkage, ensuring fresh fruit moves quickly through the supply chain and reaches customers in peak condition.

"This project aligns perfectly with our long-term goal of becoming a regional leader in distribution while upholding our commitment to sustainability," confirms Martín Alba. "With Cimcorp's technology, we can reduce our environmental impact by optimizing logistics, minimizing waste and supporting local farmers who supply fresh, seasonal produce to our stores."

Enhancing customer experience with freshness and availability

Beyond operational benefits, the automation initiative directly enhances the customer experience. With a more efficient logistics network, Grupo MAS can ensure that fresh fruit is always available in stores before they



open, with full product availability across all SKUs.

"Customers expect fresh products at all times, and this solution ensures we meet those expectations," adds Martín Alba. "By accelerating order fulfillment and improving accuracy, we can deliver the right products at the right time – every time."

Automation is more than just technology – it's a smarter way to keep supply chains agile, efficient and customer-focused. Cimcorp's robotic solutions and intelligent software ensure perishable goods move swiftly through distribution, reducing waste and maximizing freshness.

"With our solutions, retailers can optimize logistics, respond to demand fluctuations and improve product availability – all while cutting costs and reducing environmental impact," continues Kari Miikkulainen. "It's about efficiency with purpose: delivering fresh products to customers, every day."

Futureproofing for growth and market shifts

As Grupo MAS prepares for its ambitious growth agenda for 2026-2028 and beyond, investing in automation is a crucial step toward scalability. Cimcorp's solution will enable the logistics team to adapt seamlessly to increasing sales volumes and evolving market demands.

"Innovation is part of our DNA," emphasizes Martín Alba. "Cimcorp's solution marks the next phase of automation in our logistics strategy, ensuring we stay ahead of industry changes while maintaining exceptional service levels."

Hannu Kailasvuo, Director, Business Development at Cimcorp Group, also highlights the importance of innovation in this partnership:

"We are proud to support Grupo MAS in this transformation. Our automation technology is designed to simplify complexity, reduce costs and enhance operational efficiency. Innovation is in Cimcorp's DNA, and this project is a testament to how forward-thinking companies like Grupo MAS are leveraging automation to drive long-term success. Together, we are shaping the future of fresh food distribution."

With this partnership, Grupo MAS and Cimcorp are setting a benchmark in fresh food distribution – one that prioritizes efficiency, sustainability and customer satisfaction.

> With Cimcorp's technology, we can reduce our environmental impact by optimizing logistics, minimizing waste and supporting local farmers who supply fresh, seasonal produce to our stores.
>
> Director, Logistics and Transport, at Grupo MAS

SUCCESS

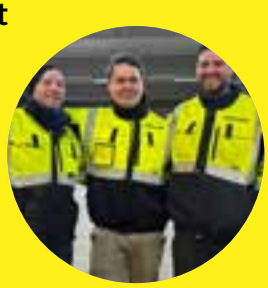
Cimcorp continues to lead with smart solutions, local support, and a bold vision for the future of intralogistics.

04

40

How is 100 % uptime secured?

“Our customers’ success is our mission,” states Heikki Seppälä, Cimcorp’s Head of Services. When every second counts, having a dedicated team in your corner can mean the difference between success and setbacks. Meet Cimcorp’s local support squads, the backbone of our clients’ operations, ensuring uninterrupted productivity around the clock.



42

Significant moment: Day Zero

Day Zero represents the moment when automation comes on stream and begins to boost profit for the customer’s business. Materials start to flow seamlessly. Products move from the inbound phase to the outbound phase, and the business transitions from the existing systems to the new world of automation.



44

Easy and secure service support: Cimcorp CVision AR-glasses

We are introducing a new product to Success Services after-sales service range: CVision Assisted Reality-glasses. These glasses provide a revolutionary way for Cimcorp’s team to support customers in real-time, without the need for travel or arranging on-site meetings, to help minimize unplanned downtime.



Read more >

How is 100% uptime secured?



"Our customers' success is our mission," states Heikki Seppälä, Cimcorp's Head of Services.

When every second counts, having a dedicated team in your corner can mean the difference between success and setbacks. Meet Cimcorp's local support squads, the backbone of our clients' operations, ensuring uninterrupted productivity around the clock.

Swift responses, seamless operations

In the world of distribution, time is of the essence. "Our local teams prioritize rapid response times," says **Heikki Seppälä**. "We're on site swiftly, resolving issues promptly to minimize downtime and maximize efficiency."

Flexibility is one of the benefits that come from having local service teams instead of remote ones. "We pride ourselves on our ability to adapt," Seppälä states. "Whether it's a routine check-up or an emergency, we're equipped to handle it with ease."

Cimcorp's service is tailored to prioritize proactive measures aimed at preempting issues, providing real-time insights into system status and offering recommendations for future maintenance actions to uphold optimal system performance.

Client testimonials: the impact of local support

A team of technicians conducts comprehensive analyses, produces detailed reports on system health, performs necessary maintenance tasks, collaborates with local technicians on maintenance strategies and offers equipment enhancement suggestions based on industry standards.

Our clients recognize the invaluable contributions of our local support teams. "Each customer receives us differently," says **Pascal Fournier**, Service Technician at Cimcorp Germany. "Some are eager to meet us and hear about their system health but some prefer to give us more space. Either way, the maintenance is seen as an important part of the system health process."

Positioned as a supplementary component to existing periodic maintenance and repair services, preventive maintenance focuses on averting common wear- and fatigue-related failures, promoting the desired usability and dependability. Scheduled biannually, Cimcorp's preventive maintenance inspections ensure a proactive



We're your allies in navigating the complexities of distribution operations.

approach to sustaining system health and longevity.

Our service teams go above and beyond mere maintenance. "We're invested in cultivating long-term relationships," continues Heikki Seppälä. "We're your allies in navigating the complexities of distribution operations."

Happy teams, satisfied customers
At Cimcorp, we understand that happy teams lead to satisfied clients.

"We prioritize the well-being of our team members. Their motivation translates into superior service delivery," says Seppälä.

Looking ahead, Seppälä sees immense potential for our local support squads. "As technology evolves, so do we," he states. "We're poised to lead the way in redefining customer support in the distribution industry." Cimcorp recently launched CVision AR-glasses to support customer service in real time.

In a competitive landscape where downtime is not an option, Cimcorp's local support teams stand ready to provide unparalleled service and support. Join forces with our local heroes today and experience the difference firsthand.

> The local aspect is everything. Our teams speak the language, understand the culture and are there for our customers. It's not just support; it's a partnership forged in trust and understanding.
>
> **HEIKKI SEPPÄLÄ,**
> Head of Services, Cimcorp Group

Significant moment ‘Day Zero’



Achieving true success in automation requires more than just installing the machinery; it demands a comprehensive understanding of how to harness its potential for profitability.

Day Zero represents the moment when automation comes on stream and begins to boost profit for the customer’s business. Materials start to flow seamlessly. Products move from the inbound phase to the outbound phase, and the business transitions from the existing systems to the new world of automation.

Day Zero does not happen in isolation; it requires meticulous preparation that starts as early as the sales phase. Cimcorp engages in ongoing conversations with customers to create the best possible automation solution for each one. This process involves learning from the customer, fine-tuning the system and ensuring a perfect fit. Cimcorp also provides essential support during the shift to the automated system, ensuring a smooth transition.

"Support extends beyond just keeping the machines running; it involves helping customers succeed in their own business. Close partnerships are crucial, encompassing support, training and clear agreements on responsibilities, states Service Manager at Cimcorp Group, and continues: "It’s the day when everything starts – the system begins to generate profit and earn money from the initial investment. In essence, it’s the day that customers, and of course Cimcorp, have been eagerly anticipating."

Preparing for the future with customer support

The lifetime of automation systems can span up to 20 years but, to ensure long-term success, they require continuous upkeep. Customer support plays a pivotal role in helping busi-



> Customer support is not just a service; it's a partnership that empowers businesses to succeed today and thrive tomorrow in the world of automation.

nesses adapt to evolving needs and technologies, ensuring their readiness for the future.

Defining the future of automation
From a customer support perspective, businesses must consider various factors when implementing automation. These include defining the automation plan, determining the scope of the system to be automated (whether it's an existing process or a completely new one), assessing the level of knowledge within the organization and understanding the current state of automation in the company.

Distribution centers (DCs) can obtain numerous benefits from Cimcorp's Success Services. These include keeping the automation system up and running, ensuring optimal uptime through onsite support, facilitating business development by adapting to changing production requirements and providing continuous training to enhance the skills of personnel.

"We are with the customer for the life cycle of the automation solution, up to 20 years. Success Services ensure the solution can handle new trends in the customer's industry and other changes the customer might undergo."

Releasing the full potential of automation
Day 0 in automation signifies the beginning of profitability, and it's a milestone that businesses eagerly anticipate. However, realizing the full potential of automation goes beyond installation – it requires meticulous planning, ongoing support and a commitment to adapt to the ever-changing industrial landscape.

Cimcorp's Success Services stand as a testament to the company's dedication to helping businesses achieve this goal, making the future of automation brighter than ever before.



Easy and secure service support: Cimcorp CVision AR-glasses

We are introducing a new product to Success Services after-sales service range: CVision Assisted Reality-glasses. These glasses provide a revolutionary way for Cimcorp's team to support customers in real-time, without the need for travel or arranging on-site meetings, to help minimize unplanned downtime.

Cimcorp CVision AR glasses

- Assisted reality
- +100 languages
- Cyber secure
- Live video feed
- Noise-cancelling technology
- Add-on heat camera

One of the key benefits of these glasses is the ease of support they provide. With the ability to see the problem firsthand, there is less risk of misunderstanding, making it easier for the Cimcorper to grasp the issue and solve it efficiently.

In addition, the glasses are equipped with a feature that can translate over 100 languages, which helps to break down the language barriers that can often impede communication. They work by voice command and are easy to use in industrial environments, thanks to effective noise-cancelling technology and high impact resistance.

Say goodbye to misunderstandings
Another major advantage of the hands-free CVision AR-glasses is the bidirectional nature of the communication. Not only can the Cimcorper see the live video feed from the site, but they can also add hand-drawn marks to the image to provide further instructions or clarification. This reciprocal transmission of information allows for a higher quality and speed of support, ultimately increasing the overall quality of customer service provided by Cimcorp.

Use heat camera to identify problems
The glasses also offer an enhanced sense of security for the customer. The physical distance between the customer and the Cimcorper is no longer an issue, as the Cimcorper can be virtually present wherever and whenever needed, building even more confidence in Cimcorp's solution. The glasses are intuitive and easy to use, making it simple for customers to get the support they need.

Furthermore, the CVision AR-glasses feature an add-on heat camera, which helps the Cimcorper to identify problems that may not be visible to the human eye. This will help to increase the first-time-fix rate, saving time and resources for both the customer and Cimcorp.

Cybersecurity in mind – secure connection is assured
CVision technology from Realwear is based on communication by Cisco, a leading networking company. The connection is secure and provides a safe platform for conversation, which is a requirement in the warehousing and grocery retail industries.



Cimcorp's CVision AR-glasses represent a major advancement in the field of automation support. They provide a faster, more efficient and more secure way for Cimcorp to support its customers, and ultimately to increase the quality of service.



EXPERIENCE

Success is built on curiosity, adaptability, and lessons learned along the way. These values, proven over five decades, continue to guide Cimcorp toward a smarter, more resilient future.

05

International & boldly innovative

50-year journey in automation

2025 marks the 50-year anniversary of Cimcorp's first commercial robot sale. What started out as Rosenlew's internal tool factory has grown to a global system integrator and market leader in intralogistics automation – thanks to an open-minded approach to innovation.

Read more ›



Tero Peltomäki, former CEO at Cimcorp Group 2021–2024.



Kari Ollila, former CEO at Cimcorp Group 1987–2007.

From picture tubes to paint tinting and ship welding to warehousing, Cimcorp has never shied away from new perspectives to automation. Versatility has been the key to breaking into growing industries as well as adapting to the changing world.

While Cimcorp has covered many areas during its five decades, truly focusing on their chosen industries has allowed the company to dive deep into the needs and challenges of each one. This ensures the solutions and services are built with the client and their business in mind. "We have the right amount of humility to approach the client with presence and open ears. This is something we are often thanked for", says **Tero Peltomäki**, CEO of Cimcorp 2021–2024.

Growth in automation requires a global market

Going global has been the only option for Cimcorp. The ethos dates all the way back to Rosenlew, who were eager to grow outside of Finland. After being acquired by Wärtsilä in 1986, Cimcorp continued to expand into international markets and diversify its product offerings.

"Our strategic starting point has always been that whatever we do with automation, the domestic market is too small. If we wish to grow, we need to pick a clear focus and take it abroad," says former CEO **Kari Ollila**, who led Cimcorp from 1987 to 2007.

Since the times of Rosenlew, Cimcorp had been present in North America. Today, the company provides local services both in Canada and in USA. The forming of a German branch in 1990 enhanced the ability to serve customers across Europe, the branch was reopened after few years of break in 2021. Germany, along with Spain, remains one of Cimcorp's European home locations. The India office was established in 2019, and the next expansion will take place in the UK market.

Establishing a leading position in the picture tube industry

In the 1980s and 90s, Cimcorp was the leading automation provider for the picture tube industry. A sales office in Seoul strengthened the company's position in the Asian market.

"The vital step was to be present in Asia and South Korea right when investments gained momentum. Companies realized early on that they would not reach the quality asked of them unless they automated their processes," says Kari Ollila.

Acquisition by Swisslog Holding AG in 1996 gave Cimcorp greater resources and a broader market reach.

By the new millennium, Cimcorp had solidified its position as a global leader in automation, serving a diverse range of industries from automotive and electronics to paint and logistics. The ability to adapt to diverse needs saved the business when the picture tube industry, once so profitable, began to lose traction. By then, other industries already made up a significant amount of Cimcorp's business.

"The prediction was that the picture tube industry would wither over several years, but in reality, it collapsed almost overnight," Ollila remembers.

Automating intralogistics and tire manufacturing with first-class solutions

Technology first created in the 1990s has proved essential to Cimcorp's main industries today. Modular robotic systems offer tire manufacturers much-needed



> As we celebrate 50 years of innovation, we are reminded that success comes from staying curious, embracing change, and learning from the challenges of the past. These values will guide us into the future.
>
> **VELI-MATTI HAKALA,**
> CEO of Cimcorp Group from 2025

flexibility and scalability. Automated storage and retrieval systems (AS/RS), on the other hand, have revolutionized warehouse operations and rapid handling of goods.

The MultiPick system, an automated gantry able to pick stacks as well as individual crates or items, is a key component of success in both areas.

"The MultiPick started out as sketches on a piece of graph paper. It felt great to see the first ones be sold to companies such as Hartwall, Valio and Fazer. The concept remains valid to this day", Tero Peltomäki shares.

Breaking through to the tire industry as well as the warehouse and distribution industry in the 2000s paved the way for successful years ahead. Since 2014, Cimcorp's journey has continued as a member of Murata Machinery.

"Gaining a strong foothold in our chosen industries has probably involved some luck, but at the end of the day, it's the result of persistent effort, learning, and hard work," says Kari Ollila.

As Cimcorp looks ahead to its next 50 years, the company continues to focus on innovation and global growth. "To foresee and prepare for the future, we must understand the past. It is through reflecting on our journey that we find the tools to shape tomorrow," says **Veli-Matti Hakala**, CEO of Cimcorp from 2025.

Cross-industry experience allows us to be creative

Creativity is one of our core values, encouraging us to think beyond conventional boundaries.

Cimcorp has a rich history of serving a diverse range of industries, leveraging its expertise in robotics and automation to meet the unique challenges of each sector.

From its early ventures in robotics for manufacturing and industrial applications to its expansion into industries such as cathode-ray tube production and packaging handling, Cimcorp has demonstrated versatility and innovation.

Over the years, the company has provided tailored solutions to clients in fields including grocery retail, tire manufacturing, automotive, electronics, and logistics.

With a commitment to continuous improvement and cutting-edge technology, Cimcorp has established itself as a trusted partner for companies across a wide range of industries seeking to enhance efficiency, productivity, and competitiveness.

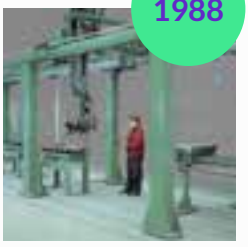
1976



1978



1988



1996



2001



Know-how

Cathode-ray tube industry
Paint tinting industry
Windshield industry
Gas industry
Beverage industry
Tire industry
Postal industry
Grocery retail industry

Embracing challenges and boldly exploring new ideas allows us to tap into our creative potential.

25 industries powered by Cimcorp – and counting

From manufacturing to food logistics, Cimcorp's automation is transforming internal logistics around the world. And we're just getting started.

01 Metal industry
02 Automotive industry
03 Foundry industry
04 Machine tool industry
05 Shipbuilding industry
06 Packaging industry
07 Paper industry (logistics)
08 Paper industry (internal logistics)
09 Pharmaceutical industry
10 Paint industry
11 Solar panel manufacturing
12 Picture tube industry
13 Picture tube glass manufacturing
14 LCD display manufacturing
15 Flat panel glass substrate manufacturing
16 Airline catering industry
17 Confectionery industry
18 Currency production
19 Automotive windshield manufacturing
20 Tire manufacturing
21 Tire distribution
22 Tire and rim combination supply
23 Fresh food logistics
24 Beverage industry
25 Bakery industry

Global network *of* knowhow

Wherever you are – we are there with you.
Together with our parent company Murata Machinery Ltd.,
we have a worldwide network of service locations.

HEADQUARTERS
Cimcorp Oy
Satakunnantie 5
FI-28400 ULVILA, FINLAND
Phone +358 10 2772 000
www.cimcorp.com

CONTACT US WORLDWIDE
See more at cimcorp.com

CIMCORP
FUTURE OF AUTOMATION