

Small space, big impact

Deuter improves shipping performance
in 11 months with Infios WM.



Snapshot

Company
Deuter

Industry
Trade/E-commerce

Location
Gersthofen, Germany

Storage space
6,500 sqm

Solutions
Infios Warehouse Management (WM)

Deuter stands as Europe's largest backpack manufacturer and a driving force in international mountain sports for more than 125 years. With a relentless focus on innovative product development, German craftsmanship and iconic design, Deuter continues to set the standard for outdoor gear excellence. Since 2013, Deuter has operated its logistics site in Gersthofen, Germany, as a central distribution hub. From this powerhouse location, backpacks, sleeping bags and accessories are shipped to over 25 countries.

For more than ten years, Deuter's warehouse relied on a system that couldn't keep pace with the brand's rapid rise. Breakthrough innovations like the Aircomfort back system and aggressive expansion into international markets fuelled rapid growth. Today, Deuter products are available through its own online shop, major platforms, sports retailers and trusted local specialists, reaching adventurers everywhere.

30%
increase in
daily warehouse
throughput

100%
inventory
accuracy

1h
to train new
employees

infios


deuter



Leaving legacy behind

Faced with rising throughput and growing complexity, Deuter made a decisive move: replacing its outdated inventory system to mark a new era in logistics performance. Manual warehouse processes had reached their limit, lacking real-time transparency, creating inefficient picking paths and driving up error rates in order processing. Even within the constraints of 6,500 square meters of warehouse space, the goal was clear: a modern warehouse management system (WMS) would unlock a new level of efficiency.

With this ambition in mind, the new WMS was designed to deliver on key objectives:

- **Real-time inventory management** with automatic booking of all warehouse movements
- **Optimized picking processes** through minimized distances and multi-order picking logic
- **Seamless integration** with ERP and suppliers for an end-to-end process chain
- **Enhanced inventory transparency** down to the individual item level
- **Reduced error rates** in picking and shipping
- **Boosted shipping performance** to approximately 200,000 shipments per year
- **Scalability for future automation** steps, including automated conveyor technology

Transformation ahead

With ambitious goals in sight, Deuter made a strategic decision: to partner with Infios, a proven expert in warehouse management systems with strong industry credentials. The Infios Warehouse Management (WM) stood out with its flexible system architecture, offering the adaptability needed to support future growth and continuous optimization.



“Partnering with Infios has transformed our supply chain with lasting impact. We now operate with a flawless data foundation that drives both operational excellence and confident growth.”

Edwin Ernst-George

Head of Process and Project
Management Supply Chain, Deuter

Digitized warehouse management processes reveal their full power in environments like Deuter's. Intelligent storage strategies (such as dynamic location allocation based on item size, turnover rate and picking priority) maximize every square meter. System-driven route optimization slashes walking distances for employees, saving time and reducing ergonomic strain.

Combined with advanced features like ABC-based warehousing, digital replenishment control and automated tracking of warehouse movements, the WMS delivers high-efficiency logistics even within an existing infrastructure. Notably, the warehouse structure remained untouched during rollout, including: flow racks with 580 channels, 1,400 pallet spaces in racks and 3,200 pallet spaces in a mobile racking system.

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Real-time improvements

In November 2024, Deuter's new system went live. The results were immediate. Within just three months, shipping and dispatch performance surged, driven by optimized travel paths and two-stage picking powered by multi-order logic. Employees processed more orders in less time, all while reducing error rates.

A major milestone was the launch of a fully digitized inventory system, unlocking transparency down to the individual item level. Every warehouse movement, from goods receipt to stock transfers to shipping, is now seamlessly recorded, creating a real-time snapshot of inventory that's always accessible and actionable. This enables precise demand planning and smarter replenishment control, ensuring optimal use of available space.

And the transformation didn't stop there. Onboarding during rollout revealed that modern picking tools dramatically reduce training time. New employees are now trained in just one hour. System acceptance among staff is high and proof that intuitive technology and smart processes go hand in hand.



Positioned for the future

Beyond operational and strategic gains, Deuter's new WMS delivers a powerful boost to sustainability. By precisely controlling warehouse movements, the system ensures more efficient use of storage space and eliminates unnecessary transport and returns. The new system contributes to reducing CO₂ emissions.

This isn't just optimization, it's alignment with purpose. The WMS plays a vital role in advancing Deuter's sustainability strategy, helping conserve natural resources across their supply chain.