

Thinking supply chain from the store

Drugstore retailer **dm-drogerie markt** trusts integrated logistics processes for an optimal customer experience.



Snapshot

Company
dm-drogerie markt

Industry
Grocery retail

Locations
Distribution centers in:
Weilerswist, Germany
Wustermark, Germany
Waghäusel, Germany
Karlsruhe, Germany

Solutions
Infios Warehouse Management (WM)
Pick-by-Light
Radio frequency

Leader in drugstore logistics

With more than 3,900 stores and over 71,600 employees, dm is one Europe's leading drugstore retailers. Its logistics operations are equally expansive and complex. In Germany alone, approximately 8,000 pallets and 2,500 parcels are delivered to stores every day. Distribution centers are located in Weilerswist, Wustermark, Waghäusel and Karlsruhe.

The level of digitalization varies across sites—from software-supported manual activities at the textile distribution center in Karlsruhe to highly automated processes at the Wustermark facility. Recognized as one of the most advanced distribution centers in Europe, Wustermark earned an award in 2020 from the German Logistics Association (BVL) for its intelligent, integrative approach—a preliminary highlight of the ongoing collaboration between dm, its IT subsidiary dmTECH, and Infios.

2,000
stores in Germany

8,000
pallets / day

1 WMS
managing nationwide deliveries

dm's goods flow strategy is designed to connect its stores and distribution centers, approaching the supply chain from a store-first perspective. Every intralogistics and IT process is geared to support downstream processes all the way to product placement on store shelves.

The overarching goal is to reliably and punctually supply the expanding store network with store-clean pallets. A key focus is easing the workload for in-store employees—such as reducing walking distances through intelligent, software-assisted pallet loading—so goods are easier and faster to shelf. This not only simplifies operations, but also helps dm meet the rising customer expectations for product range and availability in the every location.

An essential component of this strategy is the Infios WM solution, which can be flexibly customized for each warehouse, enabling seamless integration into a cross-location system environment.

Highly customized solutions

Over the years, Infios and dm have introduced a range of new automated technologies—from put-to-light and pick systems to fully automated cardboard box picking—continuously evolving to meet new demands. With that, one European location after the other was successively integrated into the broader supply chain network or adapted to support changing requirements.

The Weilerswist distribution center is a standout example, combining operational simplicity with maximum efficiency. It uses an electric overhead conveyor system powered by pickmobiles known as caddies. More than 250 caddies serve over 5,000 picking stations across three levels, alongside 13,000 additional stations dedicated to replenishment.

Another success story is the Hungary distribution center, which faced growing complexities due to increased e-commerce demand. Within just one year, Infios implemented extensive upgrades to improve system agility. Given the positive impact of these modifications, the same features were rolled out at seven additional sites.

Over the course of a 25-year of partnership, dm and Infios have built a truly integrative logistics network—one that combines intelligent software and automation solutions with a deep commitment to the people behind the processes. Every advancement considers both the end customer in dm's stores (online and offline) and the associates at dm's logistics sites, ensuring that innovation always remains human-centered.



“Our common goal is the consistent mapping and control of both automated and manual processes in different distribution centers. Yet above all, our focus is on how we can meet the requirements of our colleagues in the distribution centers in terms of ease of use and the greatest possible flexibility, while ensuring the availability of goods for our customers in the dm stores.”

Christian Bodi
Managing Director, Resort Supply Chain, dm