

Victorinox unveils new European distribution center



By centralizing distribution and showing commitment to the Schwyz site, Victorinox says along with the optimizing of logistics and streamlining of processes, the company is able to increase efficiency and sustainability



The opening of the new European distribution center in Seewen, Switzerland, represents a further milestone in the history of Victorinox. By centralizing distribution, logistics are optimized, processes are streamlined and efficiency and sustainability are increased. The center also demonstrates the company's clear commitment to the Schwyz site.

Following extensive tests throughout the last few months - from incoming goods to delivery - the new European distribution center is now operational. It allows for the centralization of seventeen separate warehouse locations across Switzerland and Europe.

The European distribution center is divided into three floors and has a building volume of 173,000-sqm. The center houses a fully automated small parts warehouse with four aisles - 29 levels per aisle, 116 shuttles and space for 38,500 containers, as well as a semi-automated high rack with 9500 pallet spaces.

A prime example of technical digitalization, the raw material warehouse is located in the basement, storing approximately 3,000 tons of steel, synthetic materials and corner counter displays. With a trained core team of around 40 employees, up to 115,000 orders or 1.1 million order items can be processed at the center annually.

The CHF 50 million investment in the valley basin is a clear commitment to the Schwyz site. This allegiance is also demonstrated by the fact that four out of the five Victorinox product categories - Swiss Army Knives, Cutlery, Watches and Fragrances - are made in Switzerland.

Industrial traffic in the Schwyz valley basin will be significantly reduced thanks to the merging of the previous six regional warehouses, which eliminates multiple transfers between locations. Above all,

driving through Unterseewen will be eased with internal controlling measures. The new rail connection, along with the photovoltaic system on the roof and the presence of charging stations for electric cars, demonstrate the company's long-standing commitment to sustainability.