

## **KEBA receives another major order from Post Danmark for over 300 parcel automats Installation in Coop branches already nearly finished**

**Within their current network, 175 of the 190 “Pakkeboksen” parcel stations have already been installed. This means that the Danish parcel automat network offers virtually full coverage. Now, a joint cooperation between Post Danmark and the leading Coop retail chain has opened up a completely new business area for KEBA: The Austrian automation specialist and leader for innovative logistics solutions was charged with another 300 KePol LS automats.**

### **Parcel machines in Coop-branches**

With 35,000 employees and sales revenues of almost EUR 6.7 billion, Coop Danmark A/S is the nation's largest retailer. In 300 Coop branches, the “Pakkeboksen” will be installed and operated by Post Danmark, which will enable customers to collect and send their packages.

### **Customer loyalty is the prime objective**

Both Coop and Post Danmark are pursuing a similar strategy with the customer as the focal point of all their efforts. For Post Danmark, the creation of a full-coverage, parcel automat network represents a central approach to satisfying customer needs as an addition to their approx. 780 post offices. For as Michael Løve, the Coop Branch Director, explains: *“We wish to offer our customers an additional service that they will only find in our stores. With the new “Pakkeboksen”, shopping will be even simpler and more comfortable for our customers.”*

The fact that a quality product is being used, which has already been proven hundreds of items over in Denmark also makes thing still easier for all those involved, as no initial expenses are required. The additional 300 parcel automats are fully compatible and will be integrated into the Post Danmark network.

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Automation by innovation.

According to Klaus E. Olsen, the Head of Business Development at Post Danmark: *“The parcel automats that are already in use have been well received by our customers. In December, we reached an all time high with handling more than 10,000 parcels per day at our parcels stations! The operation of the machines is straightforward and they are extremely user-friendly. We are therefore convinced that the “Pakkeboksen” in the Coop branches will enjoy high utilization levels as well.”*

### **A win-win situation**

This project represents a classic win-win situation for both end customers and operators. Post Danmark clients can collect and send their parcels while shopping at the Coop and Coop customers can pick up the items that they have ordered online at their local store.

Coop Danmark can also clearly differentiate itself via this service. The management hopes that customers will be attracted to the branches by automated parcel collection and that this will create loyalty in what is an increasingly competitive market.

For its part, from the autumn Post Danmark will be operating a total of 490 parcel stations and will thus implement the advantages of this automated logistics solution to any even greater extent than was previously the case.

### **A new product designed specially for indoor applications**

For this project, KEBA, the Austrian quality leader, provides specially developed indoor automats. The dimensions and costs of these parcel automats have been optimized for supermarket installation, while at the same time the proven features of the outdoor KePol parcel automats have been retained. The machines are not only characterized by extremely high quality and durability, but also offer simple and intuitive operation. In addition, like the other KePol parcel automats to date they are of modular design, which was an aspect of major importance to KEBA's product developers.

As Walter Gritzner, the head of KEBA's KePol Logistics Solutions Business Area confirms: *“The modularity principle is especially decisive in limited spaces. With this new indoor solution, there are no limitations on the possibilities for installation.”*

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### **The challenge lies in the shortage of time**

KEBA will install and commission the 300 parcel automats ordered within just twelve weeks. Towards the end of the rollout, as many as 50 automats are to be installed weekly, which represents a challenge for the entire KEBA and Post Danmark project team.

Allan Bo Hansen, the responsible Post Danmark Project Manager: *“We have been able to rely entirely upon KEBA during the rollout to date. KEBA’s project managers work with great professionalism and reliability, and the quality of the equipment is mirrored by the entire process. We are therefore confident that we will be able to have all the automats in full operation by autumn.”*

### **KePol**

With over 3,000 KePol parcel automats, KEBA has the world’s largest installation basis. The company now has twelve years of experience in a variety of countries worldwide and thus possesses in-depth know-how and expertise, which make it an ideal partner for automated first and last mile postal and logistics solutions.

### **KEBA AG**

Founded in 1968, KEBA AG is an internationally successful electronics company based in Linz/Austria with worldwide subsidiaries. In line with its credo, “Automation by innovation”, for the past 45 years KEBA has been developing and producing inventive, top quality automation solutions for the industrial, banking, services and energy automation branches. Indeed, as a result of its extensive experience and specialist competence, not to mention the courage to go one step further, KEBA is the technology and innovation leader in all its business areas. In this regard, the company can rely upon its comprehensive development expertise and production know-how, which constantly provide the highest quality. <http://www.keba.com>

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One of the newly installed "Pakkeboxen" of Post Danmark in a Coop branch

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