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PURFLUX, LEADER IN AUTOMOTIVE FILTERS, CHOOSES ID LOGISTICS TO SET UP ITS LOGISTICS CENTER IN THE HEART OF EUROPE

ID Logistics, an international leader in contract logistics, is in charge of the logistics operations of Purflux Group, a major player in the manufacture of filtering equipment for the automotive industry. From September 2025, the ultra-modern Laronxe site, located near Nancy, will become the strategic distribution centre for Europe, the French Overseas Territories and Africa.



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LARONXE: A SITE COMBINING TAILOR-MADE TECHNOLOGIES

Faced with its rapid growth, Purflux Group decided to centralize its logistics operations on a larger and more efficient site. The choice fell on Laronxe, in the Grand Est region, thanks to its strategic location, its available surface area and its facilities already in place. This 32,000 m² site, including 12,000 m² dedicated to Purflux, will ensure from September 1st, 2025 the reception of products from the factories, the preparation of orders and shipping, both in France and internationally.

ID Logistics formulated a tailor-made solution, meeting Purflux's specific needs. The high-capacity warehouse will therefore offer state-of-the-art storage solutions, including a very high narrow rack (11.50 m), allowing an impressive densification of more than 9,000 SKUs and a storage capacity of 20,000 pallets. This large-scale project will mobilize 49 employees, trained in ID Logistics standards, to guarantee perfect integration from the first days of activity.

STATE-OF-THE-ART TECHNOLOGIES FOR HIGH-PERFORMANCE ORDER PICKING

Innovation is at the heart of this collaboration. In fact, in order to ensure maximum precision in the management of small automotive parts and to perfectly meet the constraints of its customer, ID Logistics has deployed the latest generation technologies in Laronxe:

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- **Pallet Shuttles:** these AMRs (Autonomous Mobile Robots) provide automated storage and retrieval of pallets. Once the order is validated, the robot collects the pallet and places it directly in the shipping areas for quick loading into the trucks. AMRs optimize the export management of pallets awaiting customs procedure on the docks.
- **Mini load robot:** also known as "goods to person", it manages the low-turnover and low-depth stock references that are related to the legal obligation to ensure the availability of automotive spare parts over a long period of time. The robot puts the parcels in the racks and brings them back to the operator when they need to be shipped.
- **Put to spot trolleys:** these order picking trolleys are equipped with LED projection, allowing operators to immediately see where each parcel should be deposited and help them avoid picking errors in multi-orders.

"We are very pleased with this new partnership with Purflux Group at the Laronxe site. The technologies implemented are a true model of efficiency and performance, combining human expertise and robotic innovations. We have been able to adapt to the specificities of our client and offer them a tailor-made, efficient and sustainable model. - Eric Hémar, Chairman of the ID Logistics Group.



ABOUT ID LOGISTICS :

ID Logistics, headed by Eric Hémar, is an international contract logistics group with revenues of €3.3 billion in 2024. ID Logistics manages nearly 450 sites in 18 countries, representing more than 8.5 million m² operated in Europe, America, Asia and Africa, with 40,000 employees.

With a customer portfolio balanced between distribution, e-commerce and consumer goods, ID Logistics is characterized by offers involving a high level of technology. Since its creation in 2001, the Group has developed a social and environmental approach through a number of original projects and is now firmly committed to an ambitious CSR policy. ID Logistics shares are listed on the Euronext regulated market in Paris and are included in the SBF 120 index (ISIN code: FR0010929125, Mnemo: IDL).