PRESS RELEASE

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PUMA AND ID LOGISTICS: A NEW AUTOMATED SITE TO PROCESS PRIORITY ORDERS IN 4 HOURS

PUMA and ID Logistics are celebrating ten years of partnership with the official inauguration of their logistics platform in Vendenheim (Bas-Rhin, France) on October 21. Developed by property developer and construction company LCR – Les Constructeurs Réunis, these 41,000 sqm site, dedicated to PUMA's BtoB operations in France, marks a new milestone in their collaboration. Operational since late 2025, its highly automated system supports growing volumes and meets the requirements of an efficent supply chain, with a target processing time of 4 hours for priority orders.



@ID Logistics

EFFICENT LOGISTICS DESIGNED FOR GREATER RESPONSIVENESS

Since 2016, ID Logistics has been supporting PUMA in managing its logistics operations in France. In late 2025, ID Logistics transferred operations from Landersheim to the Vendenheim platform to support the brand's growing business and evolving retail flows. At the same time, the two companies renewed their partnership for a further six years.

At the site, ID Logistics manages the receiving, storage, picking, shipping and returns of PUMA footwear, apparel and accessories for the French market. The organisation adjusts order preparation times according to priority levels, with a target lead time of 4 hours for priority orders. Designed to handle up to 57,000 order lines per day, the automated system also absorbs volume fluctuations and seasonal peaks typical of the fashion and sportswear sectors.

AN AUTOMATED SYSTEM DESIGNED TO ADAPT TO VOLUME FLUCTUATIONS

To manage operations, ID Logistics relies in particular on an AutoStore system integrated with the Reflex Warehouse Management System (WMS). The system features 15 order picking stations and 12 product

ID LOGISTICS
55 Chemin des Engrenauds
CS 20040 – 13660 Orgon
Tel. 04 42 11 06 00
https://www.id-logistics.com/

ID LOGISTICS PRESS CONTACT:
Agence Rumeur Publique
Jérôme Saczewski – Célia Forest – Mélina Tréhin – Faustine Levy
Tel. 06 78 54 02 91
presseidlogistics@rumeurpublique.fr

induction stations. With an initial capacity of 70,000 bins, AutoStore can be expanded to more than 85,000 bins by 2030 to keep pace with PUMA's evolving volumes.

The site employs an average of 100 people, rising to 150 during peak periods. Teams from Landersheim have moved to Vendenheim, while local recruitment has strengthened the workforce. ID Logistics has also trained employees to use the new tools.

BREEAM Excellent-certified, the platform features LED lighting and energy consumption monitoring systems. One rooftop photovoltaic installation operates for self-consumption, while electric vehicle charging facilities complete the site's environmental features.

"Ten years after the start of our collaboration with PUMA, the inauguration of Vendenheim marks a new milestone in our partnership. We have designed a system capable of meeting the responsiveness requirements of an efficent supply chain, while incorporating the capacity needed for future expansion from the outset. This platform reflects our commitment to supporting PUMA's long-term growth in France," **- Frédéric Grenier, Managing Director of ID Logistics France.**

"Logistics performance is a key driver of our development in France. With this new platform, we are strengthening our ability to respond more quickly, better meet the expectations of our business partners and support our long-term growth. This project is also the result of a collective effort and a relationship of trust built with ID Logistics over the past ten years, which we are delighted to continue and strengthen,"
Christophe Cance, Managing Director, Southern Europe, PUMA



ABOUT ID LOGISTICS:

Led by Eric Hémar, ID Logistics is a global contract logistics group that generated revenues of €3.7 billion in 2025. The Group operates 450 sites in 20 countries, representing 10 million sq. meters across five continents, and employs 55,000 people. Its activities span retail, e-commerce, consumer goods, cosmetics, and fashion, with a strong technology component. ID Logistics is listed on Euronext Paris and is a member of the SBF 120 index (ISIN: FR0010929125; ticker: IDL).

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