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Mobile robots optimise material flow and increase safety in safe mixed operations at Holbox

- **Two EKS 215a mobile robots optimise material flow**
- **Multi-fork specially adapted to local requirements**
- **Noticeable reduction in employee workload through automation of repetitive transport tasks**

With their move to a new company building, display specialist Holbox seized the opportunity to systematically modernise its internal logistics. For this purpose, Jungheinrich implemented a customised automation solution featuring two mobile robots.

Hamburg/Roermond – Material handling specialist Jungheinrich has implemented an automated logistics solution for Dutch display specialist Holbox at its new company site in Roermond. The mobile robots ensure efficient and safe material flow between production, warehouse, goods receipt and shipping.

In spring 2025, Holbox left its previous location in Echt and moved into a newly constructed, state-of-the-art company building in Roermond. The new facility gave the family-owned company the opportunity to restructure its production and logistics processes and align them more sustainably. “Our new building enables us to work more efficiently while at the same time reducing our ecological footprint,” says Martijn Hol, Managing Director of Holbox.

Automation relieves employees

At the heart of the solution are two EKS 215a mobile robots, complemented by additional Jungheinrich industrial trucks equipped with lithium-ion batteries. The vehicles take over

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heavy and repetitive transport tasks, thus noticeably relieving forklift drivers. This allows employees to focus on more demanding activities.

The mobile robots are operated through a custom-configured, web-based user interface on tablets that all employees can use intuitively. Their navigation is based on precise laser scanning and intelligent sensor technology, allowing them to move safely in mixed operations with people and manually operated vehicles. Standard personal protection sensors scan the route in the direction of travel and load depending on speed. If an obstacle is detected, the mobile robot comes to a controlled stop.

Customised safety concept for maximum protection

A unique feature of the project – and a first in the Netherlands – is the additional safety sensor technology that monitors the surroundings of the customised mobile robots. It supplements the standard mobile robot safety technology and also detects obstacles above the usual detection height of 20 centimetres above the travel path. This ensures that, for example, raised loads are detected at an early stage. In such cases, the vehicle automatically reduces its speed or stops.

In addition, the cantilever mobile robots are equipped with a specially developed multi-fork. In addition to Euro and industrial pallets, it also enables the transport of much bigger paper pallets measuring 1,600 × 1,200 millimetres – an important requirement for Holbox's production processes.

“The forklift drivers were initially somewhat sceptical about the arrival of the mobile robots, but from day one they have proven to be real team players,” concludes Martijn Hol. “They support our employees and take our logistics processes to the next level. This ensures that we are ready for the future.”

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About Holbox:

Holbox follows an integrated approach and supports its customers entirely in-house – from concept and design through to printing and production of cardboard displays. The Dutch family-owned company, which will celebrate its 50th anniversary in 2026, works with AutoCAD, produces its own offset plates, and operates both digital printing systems and an in-house offset printing facility. The prints are laminated onto corrugated board and fully finished according to customer specifications.

The cutting dies for the displays are also produced in-house and individually manufactured by hand. The displays are designed to take up as little space as possible during transport. If required, Holbox also undertakes pre-assembly and filling of the displays. As a result, they arrive fully assembled at the distribution centres of retail organisations; the only requirement in stores is the placement on the shop floor.

About Jungheinrich:

As one of the world's leading providers of material handling solutions, Jungheinrich has been advancing the development of innovative and sustainable products and solutions for material flows for more than 70 years. As a pioneer in the sector, the family-owned listed business is committed to creating the warehouse of the future. In the 2024 financial year, Jungheinrich and its workforce of around 21,000 employees generated revenue of €5.4 billion. The global network comprises 12 production plants and service and sales companies in 42 countries. The share is listed on the MDAX.