



Central distribution center for Birner, Austria.

**Efficient and faster spare
parts distribution despite
earthquake zone 4.**

**JUNGHEINRICH**

Project:

Birner Gesellschaft m.b.H, Wien, Austria

Industry:

Auto parts and accessories

Task:

Realization of a central distribution center for efficient spare parts logistics

Project duration:

05.2016 – 09.2016

Services:

- Complete central warehouse: 2-story modular shelving, 2-story steel construction platform, pallet storage, special exhaust system and long goods storage as well as drive-through racks
- Various trucks
- Jungheinrich Fleet Management (ISM Online)
- Charging concept
- Various Profishop articles

Most important results:

- Efficiency increase by exploiting synergies
- Execution of shorter delivery time frames
- Improved inventory management
- Earthquake-proof racking system

Austria's market leader for auto parts and accessories

Founded in 1931, the family-owned company Birner is Austria's largest distributor of automotive spare parts. The company has 350,000 available items – 150,000 of which are constantly in stock. With a total of 29 locations and 560 employees throughout Austria, the company generated a yearly turnover of around 140 million Euros in 2016.

Challenge of spare parts management

Latest market trends led the Birner Group to develop a new logistics strategy and to invest in a modern distribution center. In particular, the changing and constantly growing diversity of products played a decisive role. In order to meet these requirements, Jungheinrich implemented a centralization concept, which places additional emphasis on safety and stability due to the location in an earthquake zone.

Everything from a single source

Birner was looking for a full-service provider as well as a single contact person with project responsibility for the construction of a new central distribution center for Austria. As a general contractor, Jungheinrich participated in a tender prevailing ahead of three other competitors to realize a tailor-made solution of different racking systems for the Birner GmbH.

The requirement

Complex circumstances for statics

At first sight, the concept did not impose any special requirements regarding the technical implementation by Jungheinrich. In fact, the real challenge was that the object in Wöllersdorf-Steinabrückl was a used property from the 1990s. That is why it had to be updated to the modern requirements of the Birner GmbH as well as to the e-commerce trade. In addition, the area of the distribution center turned out to be an earthquake zone. As a result, this topographical situation led to special requirements for the statics of the racks and the stability. The rack frames could not be placed evenly, as it is common elsewhere, but had to be adjusted to the floor of the warehouse and its concrete slabs.

The solution

Earthquake-proof

For the optimization of the spare parts management, a new storage system from Jungheinrich was implemented with an usable area of 11,600 m². The tailor-made solution, consisting of modular shelving, a steel construction platform and the pallet racking system, ensures an efficient and continuous workflow of the spare parts distribution processes, from the delivery of the suppliers to the delivery of the picked products. The individual areas are connected by pallet and container conveyor technology. As a result, the current storage capacity covers almost 5,700 pallets and over 160,000 modular shelving spaces. In addition, various vehicles from the Jungheinrich product portfolio are in operation.

Customer statement

A win times three

Head of logistics Stefan Ulz: "Jungheinrich has proven to be a partner who – after three tenders for the racking systems and the three-story order picking warehouse – was able to provide us with the best racks and safety concept. We are especially impressed that all partial solutions are seamlessly connected to create one complete logistics solution. We will continue to rely on Jungheinrich's services in the future, for example, when we are planning on an expansion of the distribution center."



Stefan Ulz, Head of Logistics, Birner GmbH, Vienna, Austria

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