

PRESS RELEASE

Eindhoven (NL), 23 April, 2025.

Royal Opening Marks New Era in Sustainable Fashion Logistics at Bleckmann Almelo

Dutch Prince Constantijn and his daughter Eloise attended the official opening of Bleckmann's newly automated warehouse in Almelo, where the logistics expert and digital fashion platform Otrium unveiled a cutting-edge AutoStore solution supplied by Kardex. Their visit celebrated the fusion of technological innovation and sustainability in fashion logistics.

A Royal Endorsement of Innovation

During the event, Prince Constantijn—Special Envoy of Techleap, the Netherlands' national startup initiative—revealed a specially branded AutoStore robot featuring the Techleap logo. His presence underlined the importance of innovation and technology leadership in driving the future of Dutch industry.

Their royal visit highlighted the significance of this investment in automation as a pillar of sustainable growth, supporting Otrium's mission to reduce fashion waste and Bleckmann's focus on operational excellence and scalable logistics.

Transforming Fashion Logistics with AutoStore

Seeking to expand capacity and address labor market challenges, Bleckmann partnered with intralogistics expert Kardex to design and implement a high-efficiency AutoStore system at the Almelo site. This new automated warehouse acts as a central European distribution hub for Otrium, enabling faster, more sustainable delivery of fashion items across the continent.

Seamless orchestration of inventory and operations

Engineered for flexibility, speed, and energy efficiency, the AutoStore solution strengthens Bleckmann's ability to meet growing customer demand while minimizing its environmental footprint. With energy usage so low that ten robots consume as little power as one household vacuum cleaner, the system supports both companies' ambitious sustainability goals.

Driving Sustainable Growth Together

"This milestone marks an important step in our strategic journey to future-proof our logistics operations," said Bleckmann's CEO Kurt Pierloot. "By embracing automation, we are able to better serve our partners like Otrium while reinforcing our commitment to innovation and sustainability."

Otrium, headquartered in Amsterdam, collaborates with over 300 fashion brands to extend the lifecycle of clothing, ensuring every item produced finds a home. Together, Bleckmann, Otrium, Kardex—and now with a royal nod of approval—are shaping the future of fashion logistics: smarter, greener, and more resilient.

About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its customers worldwide. Around 6500 team members are ready to support Bleckmann's customers and fulfil their promises every day. With sales of 641 million euros (revenue 2024), Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit www.bleckmann.com

Media inquiries:

Dorota Tankink | Bleckmann Marketing & Communication Manager
+31 6 3012 9759 | dorota.tankink@bleckmann.com

Gerard van der Zanden | Bleckmann Marketing & Communication Coordinator
+31 6 2258 6914 | gerard.vanderzanden@bleckmann.com