

Thalia and 4flow achieve milestone in omnichannel supply chain transformation

4flow, a leading provider of supply chain consulting, SAP implementation, supply chain software and 4PL services, is supporting Thalia Bücher GmbH, the market-leading omnichannel bookseller in German-speaking countries, in the implementation of its Log25 supply chain transformation program. The aim of the program is to optimize, digitize and automate the entire Thalia supply chain for omnichannel retail. After collaborating with Thalia through strategy and concept development, starting in October 2023 and January 2024 respectively, 4flow is now actively supporting with implementation.

“With the supply chain transformation program Log25, we at Thalia are redesigning our supply chain to meet the complex requirements as a leading omnichannel bookseller in German-speaking countries. 4flow is supporting us as a trusted partner with extensive experience in transformation projects along the entire supply chain,” explains Marco Rebohm, Managing Director Supply Chain & Logistics at Thalia.

Lennart Brueggemann-von Ackern, Partner for Retail & Consumer Goods at 4flow consulting, adds: “Starting the implementation phase together is a further milestone in our close collaboration and once again underlines Thalia's trust in 4flow's supply chain expertise.”

With Log25, Thalia aims to ensure an optimal flow of information from end customers to suppliers with state-of-the-art supply chain planning and management systems. In addition, to upgrade its logistics footprint, the book retailer is optimizing its existing logistics center in Hörselgau, in central Germany, and building a new omnichannel hub in Marl, Germany, in the greater Rhine-Ruhr region. The new hub will operate with a large AutoStore solution and SAP EWM.

Another focus of Log25 is the transportation network, including the establishment of efficient and service-optimized transportation management from warehouse locations to local bookstores. This involves optimizing, digitizing and automating systems, processes and the organization for an omnichannel supply chain. These changes will be implemented both B2C in the Thalia online store and B2B for Thalia and partner bookstores.

With the transformation to an omnichannel supply chain, Thalia will reduce its unit costs, optimize customer service levels and expand its services for all customers.

4flow supports Thalia as an end-to-end partner in supply chain transformation with innovative solutions from strategy to implementation. The close collaboration between Thalia and 4flow includes:

- > Implementation of the new central hub in Marl with a focus on building and logistics
- > Planning and set-up of the new print-on-demand center at the Marl site
- > Implementation of the SAP EWM warehouse management system, with 4flow as implementation partner
- > Introduction of optimized supply chain planning and management structures across processes, systems and organization
- > Planning and implementation of optimized transportation management
- > Ongoing support to solve operational challenges along the entire supply chain

The collaboration and implementation of the entire project is scheduled to last until the end of 2026.

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About 4flow

4flow is a leading global provider of supply chain consulting, software and fourth-party logistics (4PL) services. 4flow consulting offers one-stop management consulting, concept development, and implementation support for logistics and supply chain management. 4flow software develops state-of-the-art software for supply chain network and transportation optimization. As a neutral 4PL, 4flow management handles the continued planning, optimization, and operation of customers' supply chain networks. For more information, please visit www.4flow.com.