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Supply Chain Awards 2021: HelloFresh wins Supply Chain Management Award – fulfillmenttools honoured with Smart Solution Award

Frankfurt am Main, 18 November 2021. The winners of the Supply Chain Awards 2021 have been selected. The Supply Chain Management Award has gone to HelloFresh. This year LOGISTIK HEUTE, Strategy& and PwC presented the Supply Chain Management Award for the 16th time. The winner of the Smart Solution Award, which was bestowed for the fourth time, is fulfillmenttools. The Supply Chain Awards 2021 were handed over on 18 November as part of a gala prize-giving ceremony broadcasted live from Frankfurt am Main.

The award ceremony and the finalists' pitches, which took place on 16 November, were viewed by the participants, who were logged into a continuous live streaming service. The audience was particularly called upon to help judge the presentations of eight companies competing for the Supply Chain Awards. As in previous years, the audience's vote was also taken into account in the jury's decision-making process. The jury, consisting of supply chain professionals, academics, consultants and industry media representatives, made their selection from the finalists who were chosen after auditing comprising: HelloFresh, Ikea, Janssen and Swarovski for the Supply Chain Management Award 2021 as well as fulfillmenttools, Laserhub, Meili Robots and Shipsta for the Smart Solution Award 2021. The patron of the Supply Chain Awards 2021 is Steffen Bilger, Member of Parliament and Parliamentary State Secretary to the Federal Minister of Transport and Digital Infrastructure.

Supply Chain Management Award 2021: prizewinner HelloFresh

Concept:

No more packaging than absolutely necessary – that is the ambitious goal HelloFresh has set itself. The cooking box supplier has developed a solution to optimise its packaging and the related processes through the use of data analytics and also plans to deploy low-level artificial intelligence going forward. The system enables HelloFresh to determine the right size of packaging and therefore the optimum utilisation of packaging material for each individual customer order. Moreover, the solution helps drive automation in distribution centres, freeing up capacity to enable growth and in future also reducing the need for coolants in the HelloFresh delivery boxes. It also optimises shipping logistics, as more size-optimised boxes fit on one pallet.

Thomas Regenhardt, Director Sustainability & Packaging, HelloFresh International: "A heartfelt thank you to the jury and the audience of this year's Supply Chain Awards for their recognition of our in-house developed Dynamic Packaging Configuration (DPC). DPC is an essential part of our strategy to reduce packaging and we expect it will enable us to save 10,000 tonnes of paper, 119 tonnes of plastic and 4,300 tonnes of CO₂e emissions in 2021 alone. This benefits the environment, it benefits us economically as a company, and it also benefits our customers by improving their meal kit experience. We are incredibly proud of our International Packaging Team's accomplishments and we are excited to develop new and improve existing packaging solutions."

Jury assessment

Presenter Dr Gregor Dudek (SVP Group Supply Chain Management, Electrolux AB): "HelloFresh impressed the jury with its well-thought-out concept, which provides solutions to a core challenge in the cooking box provider's supply chain, i.e. how to handle the complexity of combining the more than 20,000 separate ingredients that go into fulfilling customer orders. In order to implement the concept, HelloFresh determined the exact volume with the geometric shape, the true maximum internal volume and a safety buffer to arrive at the perfect packaging size. The solution presented by HelloFresh demonstrates in an exemplary manner the contribution that innovative packaging concepts for supply chain management can make to corporate success and sustainability."

Jury member Stefan Schrauf (Global Supply Chain and EMEA Operations Lead, PwC Management Consulting): "The HelloFresh supply chain solution impressed the jury with its rigorous, future-oriented implementation throughout the company. The application "Dynamic Packaging Configuration" (DPC) also shows that HelloFresh is playing an exemplary role in the deployment of new technologies for supply chain management."

Jury member Matthias Pieringer (editor-in-chief of LOGISTIK HEUTE): "Approaches of varying breadth and depth are eligible for the Supply Chain Management Award. In 2021, the winner is HelloFresh, a contestant with a highly tangible supply chain approach that supports its own cooking box assembly business model in an extremely well-thought-out way."

Since 2006, the Supply Chain Management Award has honoured the outstanding solutions of industrial value chains and therefore companies that optimise their supply chain in a rigorous or unusual

manner. Convincing end-to-end supply chain solutions as well as outstanding implementations in sub-sections of the value chain are eligible for the award. Former prizewinners include Electrolux (2020), Continental (2019), CEMEX Deutschland (2018), Gries Deco (2017), PERI (2016) and Nokia Networks (2015).

Smart Solution Award 2021: prizewinner fulfillmenttools

Concept:

fulfillmenttools provides modular, cloud-based software solutions. The platform was founded as the first independent start-up to be driven by the Rewe digital innovation hub. fulfillmenttools connects a network of branches with e-commerce and supports the processes on a digital basis – from receiving the order to dispatching it or handing it over to the customer, including returns. With its app-based, in-store fulfillment solutions, fulfillmenttools facilitates the implementation of omnichannel services for users. Coupled with a smart Distributed Order Management System (DOMS), the platform thus guides retailers, wholesalers and brands from a broad range of industries as they move towards complete digitalisation and seamless omnichannel fulfilment with solutions such as Ship-from-Store or Click & Collect. Owing to its software architecture, which is based on API-first principles, the platform is designed for scalability and can be rapidly integrated into existing IT processes and third-party systems alike.

Dr. Jürgen Brock, CEO, Marketing and Sales (Market), fulfillmenttools: "We are very happy to have won the prestigious Smart Solution Award 2021 among all the great finalists. The award encourages us in what we do and our vision to provide modular, flexible and easy-to-implement omnichannel fulfillment solutions to retailers of all industries and sizes."

Björn Dröschel, Founder and CEO, Product and Technology (Make): "A special thanks goes to our entire fulfillmenttools team to whom we dedicate this award."

Jury assessment:

Jury member Stefan Schrauf (Global Supply Chain and EMEA Operations Lead, PwC Management Consulting): "This solution is designed for stores that have so far lived alone in the analogue world but want to connect digitally with their customers. Scalability was a key point for the jury in their decision to present fulfillmenttools with the Smart Solution Award 2021."

Jury member Matthias Pieringer (editor-in-chief of LOGISTIK HEUTE): "With its assessment, the jury has acknowledged the fact that fulfillmenttools has the potential to act as an accelerator for digitalisation. fulfillmenttools is a fine example of how smaller-scale companies can also quickly become part of the e-commerce era."

In 2021, the Smart Solution Award was awarded for the fourth time for particularly innovative concepts that are still at an early stage of their implementation. The Award rewards solutions that have the potential to fundamentally change traditional value chains going forward. In 2020, the Smart Solution Award was won by Schubert Additive Solutions, a young spin-off of Gerhard Schubert GmbH, a manufacturer of packaging machinery. The other former award winners are parcelLab (2019) and InstaFreight (2018).

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Attachment: Presentation of the Supply Chain Awards 2021: HelloFresh has won the Supply Chain Management Award (right). fulfillmenttools has been presented with the Smart Solution Award (left).

Image Credit: Mario Andreyra

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