



NEWS RELEASE

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CeMAT Australia sets trends in the retail industry

CeMAT Australia, the Asia-Pacific's largest intralogistics and materials handling show, kicked off today demonstrating leading systems which deliver efficiency in businesses, including the fast paced retail and fashion sector.

The bustling show floor saw impressive pieces of equipment, like **Vanderlande's** Traysorter, which has been chosen by Australia's largest online fashion retailer, **The Iconic**, to meet its rapidly growing demand.

"Vanderlande's systems keep some of the biggest businesses in Australia running to peak efficiency" says Michael Jee, Sales Director, Vanderlande.

"It is great that we can demonstrate this impressive piece of equipment at CeMAT Australia. It's testament to its efficiency that The Iconic have chosen to use this system. Almost everyone in Australia is familiar with The Iconic and its quick delivery times and the Vanderlande Traysorter will enable The Iconic to retain and improve their high service level, while growing their business.



"They are the largest fashion company in ecommerce in Australia, who are using our automated warehouse solution to the best of their advantage."

Award-winning pieces of technology were also on show, including **SSI Schaefer's** AGV solution the 'Weasel,' which was the winner of the 'Intralogistics Solution' category at Next Level Logistik GmbH. The Weasel driverless transport system has many applications for industries, including fashion.

Karl Friesenbichler, integration manager for SSI Schaefer says: "The Weasel has many applications for a variety of industries, but for example with fashion and retail, it can be customised to have a garment rail, which can be attached to it for large warehouses to transport goods from A to B easily.



“It is cost effective to run and very easy to customise for different environments, saving on space as there’s not the need for conveyor belts.”

International Business Systems, who are also exhibiting at CeMAT, are a software solutions provider to distribution intensive businesses who supply to the retail market, such as Sigma Pharmaceuticals and Mcpherson Consumer Products. The company has helped organisations in the retail space, with optimisation of their materials handling systems.

Sarah Haughey, Show Director of CeMAT, said: “Intralogistics and materials handling, including warehouse solutions effect many businesses. Fashion and retail are just one, which is using it to meet consumer demand, such as picking orders, within only 10 minutes of being received.”

Day One of CeMAT concluded with Industry Leader Drinks, where exhibitors heard from Major General David Mulhall, Commander Joint Logistics for the Australian Defence Force. He presented *‘The Defence Logistics Environment,’* which provided an insight into the logistics challenges and opportunities in supporting Australia’s Defence capabilities today, and in the more complex strategic environment Australia will face in the years ahead.



Major General Mulhall said logistics is a military term and he understands the importance of the sector. The Major also discussed how innovation is important and how the materials handling and intralogistics industry can do business with the Defence Force in the future.

Harvey Stockbridge, Managing Director of Hannover Fairs, the event organiser, said: “We’re thrilled to bring CeMAT Australia to

Melbourne. The level of sophistication shown by exhibitors at the show is exceptional. And it is without a doubt the showfloor and Knowledge Theatre give the entire industry an insight into what the future looks like.”

CeMAT Australia runs until Thursday 14th July and is demonstrating world leading systems that helping to grow business across Australia, boosting the economy.

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Notes to editor:

- **CeMAT AUSTRALIA** will take place **12-14 July** at **Melbourne Convention and Exhibition Centre**.
- In Europe, **CeMAT AUSTRALIA** is held every two years in Hannover, Germany and is the must-attend event for the fast-evolving European intralogistics industry.
- **CeMAT AUSTRALIA** has a global presence and is also staged in Russia, Asia, India and South America.
- In its second year, **CeMAT AUSTRALIA** is proud to have the support of key industry leaders including Dematic, CHEP, Swisslog, Kuka Robotics, Retailquip, Bastian Solutions, Vanderlande and TVH
- **CeMAT AUSTRALIA** is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers.

Global Fairs. Global Business.