

Fine goods, strong processes

Villeroy & Boch relies on powerful logistics IT to serve different sales channels.

Snapshot

Company

Villeroy & Boch

Industry

Retail / Ceramics

Location

Merzig, Germany

Warehouse size

16.000 qm

Solution

Warehouse Management System (WMS)

A fine dining powerhouse

The Villeroy & Boch Group is one of the world's leading premium providers in the areas of dining & lifestyle and bathroom & wellness. Founded in 1748 and headquartered in Mettlach, Germany, the company stands for innovation, design, and quality. With its two main brands, Villeroy & Boch and Ideal Standard, the group is represented in around 140 countries worldwide with approximately 12,000 employees.

Since 1998, the central warehouse has been the beating heart of a dynamic logistics network—powered by a robust warehouse management system (WMS) from Infios. This high-performance system drives seamless operations across a diverse range of markets and distribution channels. Villeroy & Boch orchestrates Europe-wide deliveries to end customers, specialist retailers, major clients, hospitality venues, and over 130 of their own stores. Their reach extends to 300 global concession shops, international importers, and replenishment shipments to regional warehouses in North America, China, and Australia.

At the core of this is cutting-edge logistics IT, designed to meet the evolving demands of both B2B and B2C operations. What once focused on palletized goods for a vast retail network has now expanded to include a growing volume of direct-to-consumer orders.



Agile by design

In a fast-moving logistics landscape, adaptability isn't optional—it's essential. That's why Villeroy & Boch chose Infios as its trusted partner. Their agile warehouse management system (WMS) has become the backbone of a thriving multichannel strategy, built to scale with evolving business needs. Operating in two shifts, the system seamlessly handles everything from small parcels to 40-foot containers—processing around 25,000 orders every month.

Precision meets performance in container picking, where the system manages 19,000 containers with smart, goods-to-person logic. It dynamically routes containers to workstations, monitors availability and utilization, and ensures near-continuous productivity across the board. The system also specifies whether containers are temporarily stored in the dynamic buffer during inflow or whether they are made available directly.

At the same time, real-time insights are the norm. The system tracks each individual order, every workstation, and the entire plant's performance, keeping key metrics visible and actionable at all times.

Built to scale

When demand surged nearly fivefold during the COVID-19 pandemic, Villeroy & Boch didn't just adapt—they expanded. A new shuttle warehouse added 6,000 container spaces, fully integrated into the existing IT infrastructure. Today, goods from this inventory flow to 12 dedicated packing stations, where up to 4,500 packages are securely packed every day.

Harmony in motion

High throughput demands flawless coordination. This is made possible by the integrative properties of the WMS, which optimizes the interplay between automated systems and manual workflows. Fragile goods and personalized customer requests still require human finesse, and the system ensures both worlds work in perfect sync.

The WMS rises to the challenge of seasonal spikes, too. It has consistently scaled to meet rising inventory and order volumes, especially during peak seasons like Christmas, when demand doubles.

Future-proof logistics

For nearly three decades, replacing the WMS has never been on the table—and for good reason. Whether it's automation upgrades or evolving customer expectations, Villeroy & Boch continues to rely on a system that's flexible, integrative, and built to last. Fine dining logistics isn't just about moving goods—it's about delivering excellence. And with Infios, Villeroy & Boch is confidently shaping the future of global logistics.