



**TECHNOLOGY**

The specialist for industrial buildings.

**ESTÉE LAUDER AG**

**INSIGHT**

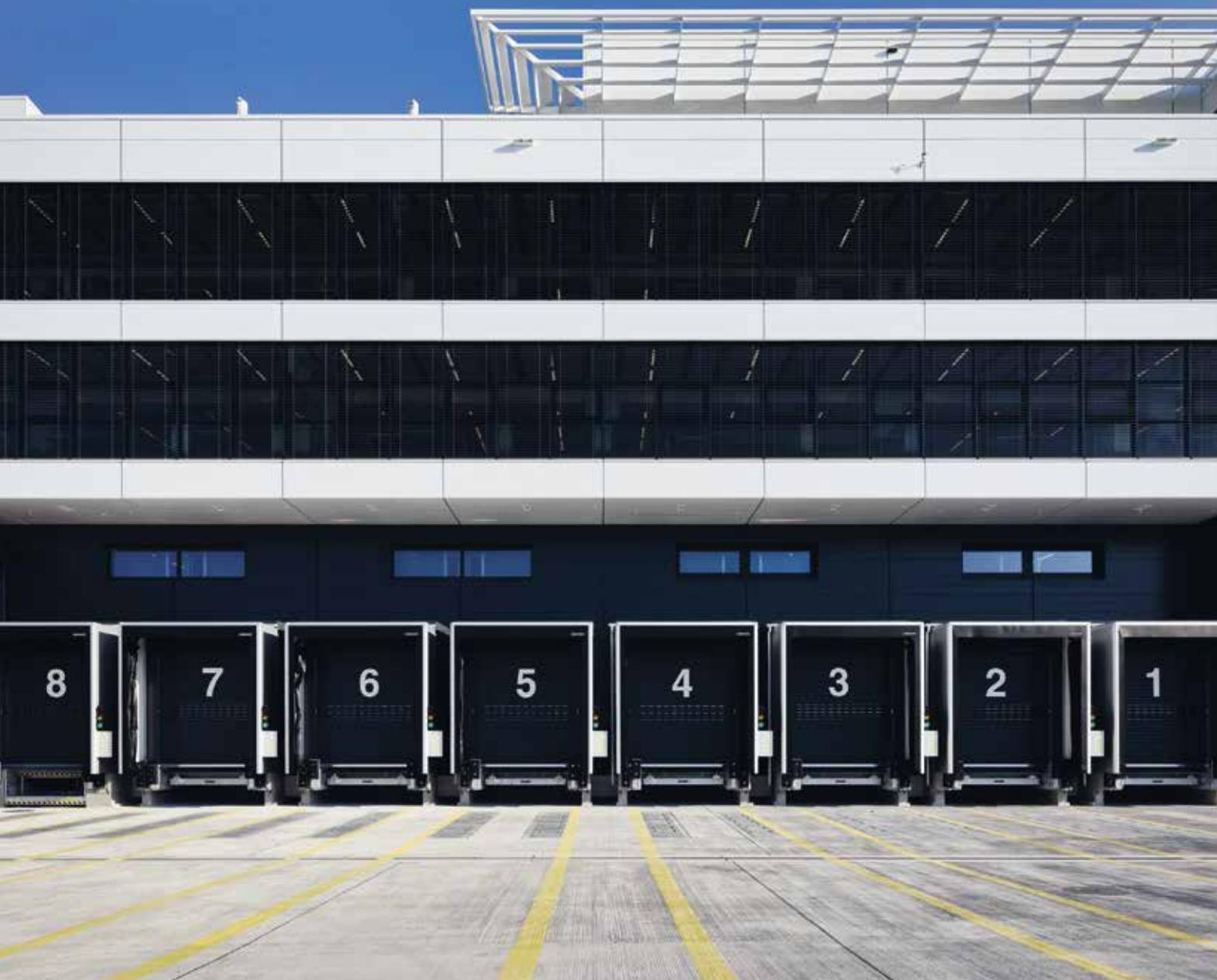
# STATE-OF- THE-ART DISTRIBUTION LOGISTICS.

**DISTRIBUTION HUB  
FOR ESTÉE LAUDER**  
– TRIMMED FOR  
EFFICIENCY.



*«The planners at IE Technology have already demonstrated their expertise in operations planning and logistics in previous projects for our company. The collaboration proved its worth once again during the construction of the new distribution center.»*

*Sascha Trabelsi,  
Vice President TR Supply Chain, Estée Lauder AG*



**The renowned cosmetics group Estée Lauder has been supplying the important travel retail distribution channel from Switzerland for decades. This includes worldwide delivery to customers in over 120 countries. The steadily increasing handling volumes have already necessitated a massive expansion of logistics capacities twice. IE Technology was called upon both times.**

Estée Lauder has been operating in Switzerland for over 40 years. Estée Lauder Lachen AG, a subsidiary of Estée Lauder Companies Inc. headquartered in New York, maintained several warehouse buildings in the canton of Schwyz until the 1990s. In order to increase sales performance, the company opened a new distribution center at the same location in 1998, which was planned and implemented by IE Technology. However, with demand continuing to rise, distribution capacities once again reached their limits in the following years. After a careful evaluation of the location, the company decided to build a second distribution center. Once again, they entrusted IE Technology with the project planning and execution.

# SUCCESS FACTORS

# 1

INDUSTRY KNOWLEDGE AND LOGISTICS EXPERTISE FROM A SINGLE SOURCE

## **UNDERSTANDING CUSTOMER-SPECIFIC NEEDS.**

---

With its decision to massively expand its logistics capacity for the travel retail distribution channel in the canton of Schwyz in central Switzerland, the distribution company Estée Lauder AG launched a highly ambitious project. In order to cope with the constantly increasing growth in this market in the longer term, a second high-performance logistics center was to be built on a usable area of around 21,000 square meters to complement the logistics site in Lachen nearby. The project posed special challenges, particularly in terms of the dimensions and the enormous handling volumes to be processed. In addition, the distribution of cosmetic products requires special expertise, particularly with regard to the legally prescribed storage conditions and traceability. The planning partner to be evaluated had to be able to deal with both factors. The choice fell on IE Technology. On the one hand, IE planners are familiar with the specific requirements of the cosmetics industry. On the other hand, they have accumulated interdisciplinary knowledge in the areas of logistics, operations, and construction planning and have proven their expertise in numerous large-scale projects. This made them ideally qualified to take on the project as general planners. Another decisive factor was that IE Technology had already planned and built the first distribution center to the client's complete satisfaction.

# 2

CONSISTENT FOCUS ON GOOD MANUFACTURING PRACTICE

## **QUALITY MANAGEMENT INCLUDED IN THE PLANNING.**

---

At the start of the project in 2017, IE Technology conducted a feasibility study as the first phase of its proven four-phase model, which also includes concept planning, system planning, construction planning, and execution. After the client gave the green light within a short period of time, the conceptual planning work began with the definition of operating and process flows as well as material flows, the development of the operating layout, the calculation of storage capacities, the sensible arrangement of the various functional areas, and the design of the energy and media supply. The planning and execution of Estée Lauder's new distribution center was consistently based on Good Manufacturing Practice regulations with a focus on energy, health, and security. The relevant standards were defined and implemented in the planning stage in close cooperation with the client.

# 3

Careful coordination of construction planning and warehouse logistics planning

## **GOAL-ORIENTED COOPERATION BETWEEN THE PARTIES INVOLVED.**

---

Knapp AG, a system integrator specializing in automation technology for intralogistics, was commissioned to develop and implement the warehouse logistics system. Careful coordination of the construction and logistics planning was necessary to avoid conflicts and friction between the construction and integration of the complex warehouse logistics system. What usually works well for smaller projects proved to be a challenge for the planning managers on both sides given the immense dimensions of Estée Lauder's new distribution center. This was successfully mastered through close and professional cooperation. A high level of cooperation, mutual consideration of the planning teams and their interests, and sensible phasing enabled an optimally coordinated approach. The rapid progress of the construction work made it possible to start installing the steel structure for the mezzanine floors at an early stage and then continue with the construction and system integration in parallel.

# 4

HIGH FLEXIBILITY OF PLANNERS  
AND CONTRACTORS

## FAST RESPONSE TO PROJECT CHANGES.

Changes in conditions during the planning and construction phase of a project can lead to delays that seriously jeopardize the overall schedule. During the planning and construction of Estée Lauder's new distribution center, it became apparent just a few months after the foundation stone was laid that higher growth than originally anticipated would have to be accommodated. This had an impact on the planning of the building, the building services, and the building automation. Thanks to intensive and goal-oriented cooperation between the client, the construction planner, the specialist planners, and the intralogistics planners, it was possible to adapt the overall planning without jeopardizing IE Technology's guarantee that the deadline would be met. The companies commissioned to carry out the work also made a significant contribution to this with their flexible approach.



**36 MONTHS**

> Planning and construction period

**JUNE 2021**

> Handover and commissioning



**21.000 m²**

> Usable area



**SERVICES IE TECHNOLOGY**

> Project management as general  
planner

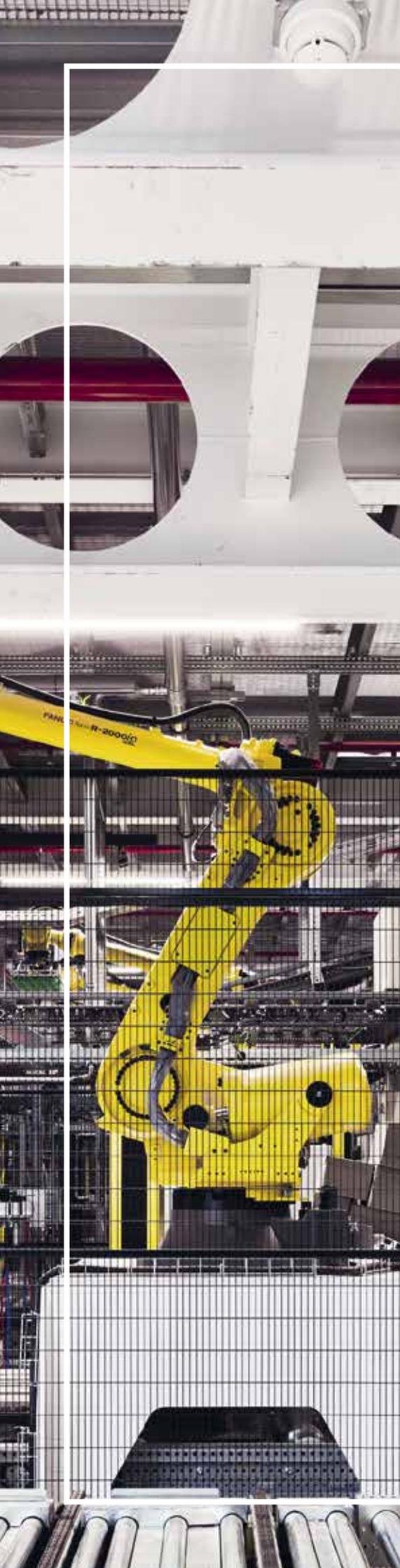
# 5

PROFESSIONAL AND DISCIPLINED MANAGEMENT  
OF THE ENTIRE PROJECT

## ON-TIME HANDOVER AND COMMISSIONING.

Although the project was at times hectic due to the ambitious schedule, those involved remained undeterred and consistently pursued their common goal. IE Technology managed the entire project with its usual high level of responsibility and discipline. Regular monitoring of the planning and construction progress, costs, and deadlines ensured that the project remained on track throughout all phases. The commitment of the client was also invaluable, supporting the smooth running of the project with technical input and short decision-making processes. The result is a distribution center that reflects the current standard of technology and deserves to be called «state-of-the-art.» With its functional appearance, inspired by renowned New York architects, it is a prime example of contemporary, sustainable industrial construction.





# IE TECHNOLOGY

The specialist for industrial buildings.

## We are the IE Group: Your specialist for industrial buildings.

We plan, design, and construct industrial buildings. Our goal is to maximize the efficiency of your production - with the help of industrial buildings that are perfectly tailored to your manufacturing processes. We work in manageable and therefore effective teams of industry experts whose motivation and initiative you can rely on. Because at our company, all employees are involved in the business. It goes without saying that we also give you guarantees on costs, deadlines, and quality. **IE Plast, IE Food, IE Life Science** and **IE Technology** are part of the IE Group, which has been on the market since 1966 and offers the necessary financial backing - even for large construction projects.



**AT HOME IN YOUR INDUSTRY**



**ENTREPRENEURIAL THINKING AND ACTION**



**ALL EXPERTS UNDER ONE ROOF**



**SECURITY THROUGH GUARANTEES**

## CONTACTS

**IE Technology Zurich**  
Wiesenstrasse 7  
8008 Zurich | Switzerland  
T +41 44 389 86 00  
zuerich@ie-group.com

**IE Technology Munich**  
Paul-Gerhardt-Allee 48  
81245 Munich | Germany  
T +49 89 82 99 39 0  
muenchen@ie-group.com