CASE STUDY

Sporthaus Schuster – Optimising Packaging Logistics for Online and Physical Retail

> The service providers recommended by the ERA Group impress us not only with their pricing, but also with the way they work with us. Both fully reflect the values of Sporthaus Schuster.

HARRY HAHN, HEAD OF LOGISTICS



THE RESULT

The family-owned company Sporthaus Schuster is a well-established Munich-based sports retailer with deep roots in Alpine tradition. With more than 5,400 m² of retail space, it ranks among the leading sports retailers in Europe.

Sporthaus Schuster commissioned the ERA Group to review and optimize its packaging portfolio, with a clear focus on maintaining high-quality standards, improving sustainability, and ensuring sufficient flexibility for e-commerce operations.

Approximately 20 packaging items were analyzed: four-fifths shipping packaging for online orders and one-fifth bags for in-store sales, previously sourced from four suppliers. Using seven standard packaging formats, more than 90% of all online orders are fulfilled.

The packaging solutions are size-optimized, minimizing empty space by over 90%, independent of the box size. All shipping cartons are designed to withstand returns. While Schuster aims for 100% plastic-free shipping packaging, plastic materials are used for bulky items only. In addition, packaging dimensions enable optimal loading of DHL roll containers, enhancing logistics efficiency.

Jens-Michael Gebhardt and Armin Pinl from the ERA Group worked closely with the Sporthaus Schuster team, implementing three new service providers while retaining an existing supplier.

The newly structured supplier landscape resulted in cost savings of approximately 45%, while simultaneously improving packaging quality, sustainability, and logistics performance.