

YONEX automates European logistics centre with technology from advasolutions

At the Japanese sporting goods manufacturer, a wide product range meets increasing customer service demands. At the same time, advastore SE becomes advasolutions SE.

Munich, 01.09.2026 – YONEX GmbH is automating logistics at its Willich site, using technology from automation provider advasolutions. The contract was awarded in August 2026. In the future, up to 41 advaShuttles will handle storage and picking across up to 1,922 metres of shelf space, connected to up to three picking stations and one infeed station. Installation begins in April 2027, with go-live scheduled for August 2027. The retrofit takes place during ongoing operations: goods receipt and dispatch continue throughout.



At Japanese sporting goods manufacturer YONEX, storage (right) and order picking (left) are scheduled to run automatically starting in August 2027, powered by advasolutions' shuttle, racking, and software technology.

A product range from shuttlecock to racket

Two challenges come together in the YONEX warehouse that rigid automation struggles to reconcile. The first is product variety. Shuttlecocks, rackets, racket strings, shoes, bags, and apparel share the same warehouse and differ widely in size, weight, and turnover rate. The second is the demand for faster delivery. Customers order later and expect their goods sooner. At the same time the business is growing, and with it the number of orders leaving the warehouse each day. Additional staff alone can no longer cover both.

Tangible benefits: flexibility without over-dimensioning

This is precisely where the advasolutions technology comes in. Shuttles, racking system and shelves combine with the software modules to form a system that adapts to the structural conditions of the existing building and fits into the existing IT environment. As demand grows,

further modules are added. The system does not have to be redesigned. The same applies to the product range: if what is stored changes, the technology does not need to be replaced. In day-to-day operations, long walking distances through the warehouse are eliminated, stock levels are updated automatically, and put-away and retrieval run on the same system logic.



From goods receipt onwards, the system captures all item data and maps it in real time via a digital twin. This improves picking accuracy and makes every stock item traceable through to dispatch.

“In our warehouse, a shuttlecock sits alongside a racket and a sports bag, and our order volumes are growing. We needed a system that handles this variety and can be expanded, without designing the warehouse from the outset for an order volume we will only reach in the future,” says Boris Reichel, Managing Director of YONEX GmbH.

“A warehouse should adapt to the business, not the other way around. Our modules can be installed during ongoing operations and expanded later. Our customers automate first where it pays off fastest, and let the installation grow with the business, rather than sizing it from day one for the busiest conceivable day,” says Dr Marcus Englert, CEO of advasolutions SE.

Third customer project within a year

For advasolutions, YONEX is the third customer project within a year. At Maier Fruchtegroßhandel, the company is automating storage and picking in the wholesaler's existing refrigerated logistics centre. The Bavarian fresh-produce specialist expects efficiency gains of 30 to 40 per cent in day-to-day operations. A further project has been signed and will start in the coming months.

All three projects follow the same pattern: existing buildings instead of new construction, retrofitting without interrupting operations, and a product range that resists a fixed grid. These are precisely the cases the advasolutions system was designed for.

advastore SE becomes advasolutions SE

As its customer business grows, the company is also changing its name. Over several years it developed its technology in its own fully automated warehouse and has been proving it in live operation since September 2023, with real peak loads, changing product ranges and the demands of real customers.

During this period, the advaShuttle fleet achieved a technical availability of 99 per cent in continuous operation. The same phase produced the AI-supported functions for quality control and route planning, as well as the software architecture launched as the standalone advaManager platform in 2026. Nothing changes for the company's other sites, ongoing projects or development teams.

“The name now describes what we actually do,” says Englert. “The development phase is complete. What follows is scaling.”

Image material is available for download here:

Further information: www.advasolutions.com

About advasolutions

advasolutions SE (formerly advastore SE), headquartered in Traunstein, Germany, is a German provider of self-developed, modular automation solutions for intralogistics. With innovative technologies such as the advaShuttle warehouse robot, the scalable advaRack racking system, and the flexible advaShelf, the company enables customizable, optimized, highly precise, and error-minimized warehouse automation. By integrating 5G communication, digital twin technology, and real-time tracking, advasolutions increases the efficiency of fulfillment and logistics processes, providing companies with a future-proof solution to meet dynamic market demands. advasolutions’ vision is to revolutionize warehouse automation through modular, data-driven systems—delivering higher productivity, lower operational costs, and maximum agility.

About YONEX

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