

Update: advasolutions automates logistics from Maier Früchte Großhandel — regional cooperation for the fresh logistics of the future

Munich, November 19, 2025 – Logistics for the future: advasolutions, the automation solutions and warehouse systems division of Traunstein-based advastore SE, and Maier Früchtegroßhandel GmbH & Co. KG are entering into a strategic partnership. The collaboration will focus on the comprehensive digitalization and automation of the wholesaler's logistics processes. The project combines technological innovation with regional expertise and demonstrates how medium-sized companies can improve efficiency, quality and working conditions.

Comprehensive Digitalization of the Fresh Produce Supply Chain Using a Brownfield Approach

At Maier Früchtegroßhandel's existing logistics center, storage and order picking will be automated in the future. All product data – including photographs of the goods, weight, barcode, best-before date and batch information – is digitally recorded upon goods receipt and mapped in real time using a digital twin. This creates seamless traceability throughout the entire process, from goods receipt to dispatch.

The flexible technology, consisting of hardware components such as shuttles, racks and shelves as well as software modules, can be adapted to the existing building infrastructure and seamlessly integrated into the company's IT environment. It will replace the existing legacy system landscape and, with the addition of purchasing and sales modules, consolidate all processes within a single central platform.

Tangible Benefits: Reducing Physical Strain and Raising Quality Standards

By investing in modern intralogistics, Maier Früchtegroßhandel is addressing two key challenges facing the industry: the shortage of skilled workers and the physically demanding nature of fresh produce logistics. Tasks such as order picking, put-away and transporting heavy crates at consistently low temperatures, combined with shift work, can place considerable strain on employees.

This is precisely where advasolutions' automated warehouse solution comes in. It provides the fruit and vegetable wholesaler with tangible benefits that go far beyond efficiency gains. Employees are relieved of physically demanding tasks in cold environments. At the same time, the digital capture of all product data ensures maximum process transparency. The result is improved picking accuracy, fewer incorrect deliveries, simplified quality control and reduced spoilage, ultimately leading to significant cost savings.

The new system also contributes to greater sustainability. Thanks to the high degree of automation, very little manual intervention is required in the warehouse, allowing lighting and internal vehicle traffic to be significantly reduced. This creates a so-called "dark warehouse", substantially lowering energy consumption.

"Fresh produce logistics in the medium-sized business sector offers enormous and often still untapped potential for technological advancement – far beyond the German market. Maier Früchtegroßhandel is the ideal partner for us because it combines a willingness to innovate with high quality standards and strong regional roots. This is exactly the combination we need to advance automation technologies and set new benchmarks for the industry. With this project, we are demonstrating how modern medium-sized companies can actively shape the future of fresh produce logistics," says Dr. Marcus Englert, CEO of advastore SE.

Regional Proximity as a Key Success Factor

"We made a very conscious decision to work with advasolutions because we are connected not only by our regional proximity, but also by a shared vision. We do not see this collaboration as a one-off project, but as a long-term partnership," says Hans Maier, Managing Director of Maier Früchtegroßhandel.

"The modular technology is being further developed in close alignment with our specific requirements. This enables us to continuously improve our logistics processes, benefit from fast solutions and actively help shape innovation within our own operations," adds Richard Maier, Managing Director of Maier Früchtegroßhandel.

The collaboration also represents an important step for advasolutions. "With Maier Früchtegroßhandel, we have gained a customer with whom we can further develop our systems in a real-world environment and tailor them specifically to the requirements of fresh produce logistics. Combining improvements in efficiency and quality with a reduction in the

physical strain on employees demonstrates the tremendous potential of flexible automation,” explains Max Dhom, Co-Founder & VP R&D Software at advasolutions.

Outlook and Implementation

The automation solution will be implemented in two phases and can be fully deployed while operations continue. Internal hardware preparations and pre-assembly are already well underway. Once the hardware installation has been completed by Pentecost 2026, commissioning will follow in the summer, with the final implementation phase scheduled for the fall.

The next stage of development is already being planned: the partners intend to jointly integrate artificial intelligence for the automated quality assessment and categorization of products – further demonstrating both companies’ strong focus on future-oriented innovation.

advasolutions at Fruit Logistica

From February 4 to 6, 2026, advasolutions will showcase its warehouse automation technology at Fruit Logistica in Berlin. Visitors can learn more about the company’s innovative solutions for fresh produce logistics at **Booth B22**.

Image material is available for download [here](#).

Further information: www.advasolutions.com

About advasolutions

advasolutions, a division of Traunstein-based advastore SE, is a German provider of proprietary 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 adaptable, optimized and highly precise warehouse automation designed to minimize errors. By integrating 5G communications, digital twin technology and real-time tracking, advasolutions increases the efficiency of fulfillment and logistics processes and provides companies with a future-proof solution for meeting dynamic market requirements. advasolutions’ vision is to revolutionize warehouse automation through modular, data-driven systems – enabling higher productivity, lower operating costs and maximum agility.

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