

E-tailer Wehkamp to expand distribution center in Zwolle

By [Shomara Roosblad](#) - January 13, 2018

Online department store Wehkamp announced today that it is expanding its distribution center. The e-tailer will soon start with the construction of the building, which will add 25,000 m² to its current 35,000 m² fully automated e-commerce center in Zwolle.



Impression of the upcoming Wehkamp distribution center in Zwolle - Photo: Wehkamp

Wehkamp stated that the expansion is needed to facilitate the company's growth. The distribution center will allow the e-tailer to further innovate and focus on customer experience. The 60,000 m² building is expected to be completed at the end of 2018. The construction will be in partnership with real estate partner WDP. Wehkamp and WDP together invest more than €40 million in the distribution center.

Maarten Tibosch, Chief Operation Officer at Wehkamp, said: "Online shopping will only continue to increase in the coming years. Offering the ultimate customer experience is the most important thing for us: it's in the shopping experience, the service and the range. We want to invest in further growth and

innovative solutions, both for our customers and for our partners. This extra space gives us enormous flexibility to add extend our range and ensures that we remain the fastest and the most reliable.”

By expanding its distribution center, Wehkamp will be able to process 200,000 orders per day. The expansion also means that the number of jobs in Zwolle and the surrounding area will increase by hundreds of new opportunities.

In addition to the Zwolle distribution center, Wehkamp also has a distribution center in the town of Maurik. When the announced construction is completed, Wehkamp will have more than 135,000 m² of warehouse capacity in the Netherlands.

Wehkamp launched in 1952 as a mail order company. In 2006, the company launched as an online department store. The e-tailer’s range consists of more than 400,000 different products from 2,000 brands, including fashion and beauty labels Clinique, Falke, River Island, Supertrash and Swarovski.

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