Global logistics solution for Sennheiser

In 2014, Arvato has secured a new supply chain partnership to provide global logistics services to the premium audio brand Sennheiser as part of its strategic focus on the technology sector.

»We are very pleased to have found, in Arvato, a business partner who can deliver the solutions we need for our global logistics.«

Dr. Andreas Sennheiser
CEO Sennheiser

01 Background Situation

Sennheiser was looking for a new partner to take over its global distribution centers. Most important to them were the ability to create transparency for every part of Sennheiser’s supply chain in order to gain increased control about global stocks and replenishment processes.

Due to its global SAP platform, its long-term experience in the technology sector and its high quality standards Arvato was able to win this highly competitive RFQ.

02 Solution

On 21 January 2014, Arvato began to gradually take over worldwide logistics for products manufactured by the Sennheiser group. Against this backdrop, Arvato and Sennheiser inaugurated a logistics hall built specifically for this purpose on Arvato’s premises in Guetersloh.
Our services at a glance

– Global distribution centers in Europe, USA and Hong Kong
– Receiving, Systemic Collection Storage
– Pick, Pack & Ship
  • B2B (Partners and Retail Markets)
  • B2C (Webshop Solutions)
– Value Added Services
  • Labelling, Kitting
  • Assembly of customized sets
  • B-Stock handling including technical check and refurbishment
– Print Material Sourcing
– Operational Transport Management
  • Different Carrier Interfaces and Services
  • Export Solutions for B2C Shipments
– Reporting (Quantity, Quality, Carrier Performance, Track & Trace)
– Digitalization Project: Pick-by-Vision in the warehouse

For more information get in contact with us.

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Our services at a glance

60 employees work in the 10,000-square meter warehouse and distribution hall on Arvato’s campus “An der Autobahn”. Construction began in May 2013, and was completed November 2013.

Arvato began by taking over logistics for Sennheiser in the EMEA region (Europe, Middle East, Africa), which was followed a few months later by North and South America and Asia.

Within this business partnership, Arvato distributes consumer and professional audio equipment across 3,000 product lines – including microphones and headsets – to Sennheiser’s customers which include professional musicians, music shops, distributors, retailers, systems integrators, sound engineers and recording studios.

The global Arvato team is also providing a broad range of Value Added Services like product-kitting services, assembly or reverse logistics. In addition, Arvato is responsible for print material sourcing for the Sennheiser production sites such as manuals, flyers and inserts.

Customer Benefits

Arvato was selected due to its track record in technology logistics, which includes partnerships with international leading consumer electronic brands. The ability to combine Sennheiser’s own inventory management software with Arvato’s proven warehouse and carrier management systems was a key requirement of the partnership.

David Brinsden, Director Finance & Operations, Sennheiser UK Ltd.:
“We manufacture premium products and it’s vital that our customers receive the highest quality service from ordering through to delivery. Arvato’s expertise and the team’s flexibility has enabled us to make a significant operational change without any disruption to our customers.”