

# CASE STUDY

## Panattoni Park Cheb

BTS distribution centre in **Panattoni Park Cheb**, which serves online customers from the CEE region and the southern part of Germany. The total rentable area has reached **102,000 sqm**.

Thanks to the latest expansion, it is the largest distribution center of Tchibo in Central and Eastern Europe. According to the latest standards, the facility has reached an "**Excellent**" rating within the **BREEAM New Construction** environmental certification.

### OPPORTUNITY

In all countries where Tchibo operates, a total of over 13 million shipments each year is being shipped. This places very high demands on the organization and logistics. The distribution center in Cheb was an important step to cover the growing volumes of Tchibo sales and in getting closer to their customers.

### PANATTONI SOLUTION

Tchibo's new distribution center in Cheb specializes in B2C online business. Already in the first phase, it was set to become the largest building in the entire industrial zone. After completing the second part of construction in Panattoni Park Cheb, Tchibo opened an expanded distribution center for its e-shop, increasing the leasable area from 39,000 m<sup>2</sup> to 73,000 m<sup>2</sup>. This made it the second largest logistics hall in the Czech Republic and Tchibo's largest distribution center in Central and Eastern Europe. In early 2021, Tchibo further expanded the hall to a total of 102,000 m<sup>2</sup>.

The latest part of the building features several **environmental elements**. Besides **outdoor blinds and EV charging stations**, it includes special **grass grates** that capture oil instead of classic paving, and low-emission, high-efficiency heating. These features helped the new and existing hall achieve an "**Excellent**" rating under the latest **BREEAM New Construction** environmental certification.

The center serves for storage, packing, and shipping of online orders. With the expansion, the facility offers over 50,000 pallet spaces, ensuring resilience during lockdowns or peak holiday seasons. It supplies not only the Czech market, but also Slovakia, Poland, Hungary, Austria, Switzerland, and Germany.

- **Client:** Tchibo
- **Location:** Cheb, Czech Republic
- **Project Type:** BTS
- **Total Area:** 102 200 m<sup>2</sup>
- **Industry:** Retail

### CLIENT

**Tchibo**, is a **German retail chain**, at the beginning offered to its customers only coffee and coffee specialties. Nowadays, it sells a great variety of goods, which changes weekly and is thematically very diverse, ranging from household and kitchen through **fashion, sports, electronics, toys, jewelry to garden**. Tchibo products cover more than 75% of all consumer goods offered on the market. Last year, the company became a leader in the Czech online fashion retail. E-commerce represents about 30% of its total sales. The new distribution centre in Cheb will certainly increase online sales, as it will focus on B2C online business.

