

DECEMBER, 17<sup>TH</sup> 2020  
MILAN



# press release

## **GEODIS awarded “2020 Logistics player of the year”**

**The prestigious award, once again presented to GEODIS in Italy in the Technological Innovation category, recognizes Group's new virtual reality solution.**

GEODIS, always at the forefront in the development of design innovations for the future of logistics, has won the 2020 “Logistics Player of the Year” award with its “VR DESIGN, virtual reality warehouses” project, which aims at using 3D solutions to achieve greater customer involvement.

Using high-performance 3D glasses, GEODIS offers its customers the opportunity to visit a warehouse with 360° vision in order to discover the features specifically designed for their needs. In this way, it is possible to appreciate a specific solution, visualizing its potential, especially in cases of complex automations. Through the adoption of cutting-edge technological tools, the device makes the scenario real and visible. It also features a 3D library of objects that can be copied and pasted in virtual warehouses.

GEODIS has been able to realize this project thanks to considerable gained in the use of such technology: indeed, the first virtual reality projects started in 2017 thanks to the Innovation Department at Group level. As of today, modeling in virtual reality has been performed for over 30 customers and prospects and it is available upon request.

Francesco Cazzaniga, President and CEO of GEODIS in Italy, comments: *"The logistics environment is evolving towards an increased number of engineering and virtual-reality-based applications. GEODIS firmly believes in continuous innovation and is constantly looking for cutting-edge ways to offer its customers the most advanced technologies to improve their business. I am proud of Assologistica's recognition. Their award highlights the professionalism, experience and attention to detail of the GEODIS team"*.

“The Logistics Player of the Year” awards are organized by Assologistica, the Italian association of 3PL operators, its training division “Cultura e Formazione” and “Euromerci” magazine. This contest, now in its 16<sup>th</sup> year, is the main public recognition of contract logistics players in Italy and is participated in by most of the important national and global service providers every year.

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**GEODIS – [www.geodis.com](http://www.geodis.com)**

GEODIS is a top-rated, global supply chain operator recognized for its commitment to helping clients overcome their logistical constraints. GEODIS' growth-focused offerings (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport) coupled with the company's truly global reach thanks to a direct presence in 67 countries, and a global network spanning 120 countries, translates in top business rankings, #1 in France, #6 in Europe and #7 worldwide. In 2019, GEODIS accounted for over 41,000 employees globally and generated €8.2 billion in sales.