

## Press release

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### **SNOCKS Hits 100,000 Orders in Record Time and looks forward to a Successful 2025 with GEODIS**

**Filling over 100,000 orders in 9 days, SNOCKS has broken its own records at the end of 2024. Where is the journey heading in 2025? The Mannheim-based company provides insights into its collaboration with the logistics service provider GEODIS.**

Those who order socks and underwear online want to have the package in their hands the next day. The eCommerce company SNOCKS, founded in 2016, has always aimed to be among the market leaders in terms of order and delivery processes. With a rapidly growing annual turnover (over 80 million euros in 2024), this is a significant challenge.

"We grew so quickly that we had to look for a new logistics partner in 2023 – we needed a real logistics powerhouse behind us," explains Jonas Walter, Head of Fulfillment at SNOCKS.

The young company found exactly that partner in the logistics service provider GEODIS. The semi-automated fulfillment setup at the Rodgau site enables swift processing of a large order volume. The current record is over 35,000 packed products in one day. The biggest sales event to date, Black Friday, went smoothly across nine days and over 100,000 orders.

In this environment maintaining the fast and reliable delivery service that customers expect presents challenges for those involved behind the scenes. SNOCKS has outgrown its startup phase in terms of revenue but still operates very dynamically.

Timo Böhm, Site Manager at GEODIS in Rodgau, puts it succinctly: "The high goals that SNOCKS sets for itself and its partners bring corresponding challenges: continuous scaling, opening up more export countries and sales markets and assimilating numerous new ideas from various company departments." GEODIS faces these ever-new challenges for a simple reason: "We always function as a growth partner for our customers. We also want to support SNOCKS in achieving higher scalability to handle the increasing volumes accordingly."

Antje Lochmann, Managing Director at GEODIS in Germany, also looks to the future with great confidence: "SNOCKS is a young, dynamic company with both an innovative and aspiring spirit that immediately

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captivated us. Our collaboration thrives on the great chemistry between the teams and is a lot of fun for us. As a flexible logistics partner, we are excited to support SNOCKS on their journey and accompany their impressive development."

For 2025, six sales events are planned with significant discounts over several days, expansion of internationalization, and an annual target of around 100 million euros in revenue.

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

GEODIS is a leading global logistics provider acknowledged for its expertise across all aspects of the supply chain. As a growth partner to its clients, GEODIS specializes in four lines of business: Global Freight Forwarding, Global Contract Logistics, Distribution & Express Transport, and European Road Network. With a global network spanning nearly 170 countries and 53,000 employees, GEODIS is ranked no. 5 in its sector across the world. In 2023, GEODIS generated €11.6 billion in revenue. GEODIS is a company owned by SNCF group.

**SNOCKS** – [www.snocks.com](http://www.snocks.com)

From the vision of founders Johannes Kliesch and Felix Bauer to sell high-quality sneaker socks via Amazon, a successful company with over 100 employees and an annual turnover of more than 80 million euros has emerged. SNOCKS has primarily established itself as a brand for socks and underwear but is continuously expanding its range to include sportswear, accessories, and streetwear. Since 2023, SNOCKS has also been present in brick-and-mortar retail. In 2024, SNOCKS acquired the struggling fashion label OceansApart out of insolvency.

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