

Peine, 9th April 2018

Construction for Action's second distribution centre in Germany begins

With the sod-cutting ceremony for a new distribution centre in the lower Saxonian city of Peine, the international retail company Action lays the foundation for further growth in Germany and Poland. The logistic building complex will comprise 90.000 square meters. It is being realised in cooperation with the German real estate investor Dietz AG. According to Steffen Rosenbauer, General Manager of Action in Germany, the distribution centre will create up to 800 jobs for this region within the next years. Founded in 1993, Action is the fastest growing non-food discounter in Europe. The retailer operates more than 1.100 stores in seven countries.

“Action continues to grow in Germany and Europe”, says Steffen Rosenbauer. „Currently we employ more than 4.000 people in Germany and operate over 222 stores. On average, we open one store every week. Strengthening our supply chain is, therefore, a major priority. The new distribution centre in Peine is centrally located and provides ideal conditions for supplying our stores in middle, north and east Germany as well as Poland.” In 95.000 pallet bays, Action will be able to store the whole assortment of more than 6.000 articles in 14 categories. Action's success in Germany lies in the concept of the non-food discounter believes the General Manager: „Our success is based on a simple formula: A broad, surprising and steadily changing product assortment at the lowest prices.”

For the city of Peine, the development of a logistics complex of this size is a significant milestone, as well: The ground-breaking represents the beginning of one of the currently biggest construction projects of the city. „We are happy that we could attract an internationally operating company for our region and as a consequence improve the job offer in this region enormously“, explains the mayor of Peine, Klaus Saemann at the sod-cutting ceremony. The logistics building in Peine is the second distribution centre of Action in Germany. Markus Engelmann, a board member of the Dietz AG, which owns the new building complex and also developed the distribution centre in Biblis in central Germany last year, was also present at the sod-cutting ceremony. „After successfully having set up the distribution centre in Biblis, we look forward to continuing the cooperation with Action in Peine“, says Engelmann. „The building represents one of the currently biggest logistic projects in Germany. We contribute to the region and support the growth of our Dutch partner Action.“

About Action

Action is a fast-growing international non-food discounter with almost 1,100 stores in the Netherlands, Belgium, France, Germany, Luxembourg, Austria and Poland. Action employs over 40,000 people. In 2017 total sales were EUR 3,4 billion. Around one third of the more than 6,000 articles Action offers in its stores is part of our standard range. The rest of the range is dynamic and changes rapidly. Action introduces more than 150 new articles every week. Our product range consists of 14 categories: decoration, DIY, toys & entertainment, stationery & hobby, multimedia, household, garden & outdoor, laundry & cleaning, food & drink, personal care, pet, sports, clothing and linens. Action offers many well-known brands and private labels. Action is able to charge extremely low prices due to its large scale and efficient purchasing, optimal distribution and the cost-conscious culture across the organisation. Action makes no concessions on the quality, safety or production conditions of our products. Our Action Ethical Sourcing Policy ensures a responsible social and environmental approach to manufacturing.

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