

Commerce Spotlight

AS ARVATO
SYSTEMS



Dear Ladies and Gentlemen,

From strategic positioning to successful implementation: Generative AI is emerging as a key driver for logistics. Our latest trend report shows where companies stand today and which next steps are critical.

Our new reference video featuring Tour de Suisse Rad AG illustrates how innovation works in practice, bringing to life over 20 years of partnership and collaboration. BÄHR Verpackung provides a concrete practice example, systematically digitizing its warehouse logistics using platbricks® to make them more efficient.

Look forward to the April issue of Commerce Spotlight and enjoy reading.

Kind regards,

Your Commerce Spotlight Team

PS: Voting for Service Provider Awards: We have been nominated again and would appreciate your vote in the categories "AI as a Service Provider", "Managed Security Service Provider", and "Managed Hosting Service Provider". Click [here](#) to vote. (German-language)

TOP NEWS

Trend Report: Generative AI in Logistics: An Overview and Recommendations. Generative AI is rapidly evolving from a technological trend into a strategic priority for the logistics industry. But how far has its adoption progressed? Which use cases are currently in focus - and where do uncertainties still exist? Download the trend report now!

[READ MORE](#)

NEWS & TRENDS



**Tour de Suisse
Success Story -
Digitizing the
Customer Journey
Using the Bike
Configurator**

**Our new Video
Success Story -
watch it now!**

A Partnership Over 20 Years

Our new reference video with Tour de Suisse AG shows how a long-term collaboration can evolve into a true partnership - and how we worked together to develop the bike configurator that is transforming the Tour de Suisse customer experience in a lasting way.

[READ MORE](#)

Successful Digitalization of Warehouse Logistics

BÄHR Verpackung, a leading supplier of packaging materials based in Bremen, has digitized its 27,000-square-meter warehouse using platbricks® and made its logistics processes more efficient.

[READ MORE](#)



SAVE-THE-DATE



April 28

GS1 EXCHANGE: Digital Product Passport 2026

Further relevant EU publications in the context of the Digital Product Passport are expected at the end of March 2026, and GS1 is taking this as an opportunity to jointly take the step from regulatory theory to practical implementation - with best practices from the consumer goods sector and learnings from other industries. Visit our breakout session or get to know us at our stand.

[READ MORE](#)



May 7 - 13

interpack 2026

Meet us on May 8 at booth C42, hosted by our partner Wipotec! We'll demonstrate how the Digital Product Passport works in practice and explain how you can best prepare your business well in advance.

[READ MORE](#)

[FIND ALL OUR EVENTS HERE](#)



HOW TO CONTACT US

Do you have any questions, ideas or suggestions?

We are looking forward to your feedback!

Write to us!

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[BLOG](#)

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