Amazon case study | e-commerce
“Goodman has shown itself to be an incredibly creative and innovative partner, each time doing things a bit faster and a bit better. We have been incredibly excited to work with Goodman as there are very few partners who could do what Goodman has done.”

Tim Collins
Vice President European FC Operations, Amazon

More than 1 million sqm developed for Amazon since 2006

Driven by the exponential growth of e-commerce, Amazon continues to expand its global operations. Increased product and service offerings and scaled infrastructure support its retail and services businesses and meet ever-growing consumer demand for rapid product delivery to the doorstep.

What began with Goodman’s development of a logistics warehouse for Amazon in Leipzig, Germany, in 2006, led to a solid, long-standing development relationship between the two parties. Amazon works with Goodman to benefit from our flexible approach to design and drive to meet customer needs.

Since Leipzig, Amazon has called on Goodman for the delivery of 12 additional projects in France, Germany, Poland and the UK. To date, Goodman has delivered more than 1 million sqm of built-to-suit logistics space for the online retail giant across Europe.

All spaces leased by Amazon are managed and maintained by Goodman. They are kept in optimal condition to ensure they continue to add real value to the business.
Amazon handles about $US32 billion (€23.7 billion) worth of its own products as well as those of other companies and individuals in Europe every year.

Amazon’s requirements
+ Flexible, bespoke design with possibilities for expansion and upgrades
+ Specific internal layout for optimised operations
+ Sustainable features support Amazon’s Earth Kaizen’s programme:
  - Latest materials, technologies and processes
  - Consumption and waste reduction
+ Rapid delivery to cater to seasonality of business
+ Large volume to stock entire inventory
+ Close to efficient transport infrastructure
+ Proximity to large labour force
+ Easy access by public transport

The tailor-made logistics facilities are large enough to process Amazon’s extensive product range in each country, as well as the third parties for which it provides fulfilment services. They employ the most advanced materials and technologies and are designed to meet the specific needs of the world’s biggest online store.

Amazonlocations across Europe
+ France: 4 locations - 196,000 sqm
+ Germany: 7 locations - 694,700 sqm
+ Poland: 1 location - 123,469 sqm
+ UK: 1 location - 75,068 sqm

The Goodman solution
A new typology: the modern e-commerce facility

Efficiency is key to successful online sales. Each Amazon facility is designed to ensure that items are delivered, sorted, picked, packed and distributed to customers in the most cost- and time-efficient manner. Amazon’s goal is to continue to improve on layout, technology and operations in order to build ever-more efficient facilities.

+ Latest materials and technologies
+ Ample parking and public transportation links accommodate a large workforce
+ White-painted concrete structure to reflect light
+ Energy-efficient LED lighting
+ Flexible HVAC system including heat recovery and heat pump technology
+ Huge, flexible mezzanine for efficient processing of inbound and outbound products
+ Vertical light bands increase daylight
Amazon’s Earth Kaizens

Amazon’s Earth Kaizen programme, named for the Japanese term meaning ‘continual improvement’ is designed to implement environmental and energy initiatives across all parts of its business.

Sustainability features include:
- Energy-efficient T5 and LED lighting
- Overhead lighting motion sensors
- Larger skylights and windows to improve natural lighting
- Photovoltaic systems
- Rainwater infiltration systems

Guinness World Record – Blower Door Test

The fulfilment centre in Graben captured the 2011 record for the largest blower door test ever conducted.

Green certification
- Rheinberg
- Graben
- Pforzheim
- Koblenz
- Lauwin-Planque
- Wroclaw (in progress)
Goodman is an integrated property group that owns, develops and manages logistics and business space across Continental Europe, the United Kingdom, the Asia-Pacific region, North America and Brazil. The Group invests in industrial estates and warehouse and distribution centres.

Goodman has developed more than 1 million sqm for Amazon since 2006 – equivalent to 200 soccer fields. This has enabled the world’s largest online store to:

- Sustain its growth ambitions
- Expand its fulfilment capability with built-to-suit facilities
- Introduce new value-adding services
- Get closer to its customers
- Lower transportation costs
- Shorten delivery deadlines

Together, Goodman and Amazon have developed an e-commerce property solution that meets all the criteria for a precision-built distribution centre, always close to transport infrastructure so that products can be collected, sorted, stored and delivered in the most cost-efficient way possible.

Watch what Amazon’s Vice President European FC Operations says of their collaboration with Goodman.