Cultura entrusts its future omnichannel logistics to TGW Logistics

- **Cultura has chosen the FlashPick automated goods-to-person order fulfilment system to equip its future omnichannel logistics hub.**
- **The site will incorporate automated solutions for goods-in, storage, order fulfilment, and palletizing.**
- **Provision for future expansion has been built into the design of the facility from the outset.**

(Marchtrenk, Austria, 10th Nov.) In Ferrières-en-Gâtinais, approximately 100 kilometers south of Paris, TGW Logistics will build Cultura's future omnichannel logistics hub (for in-store and e-commerce orders). With over 120 shops and an e-commerce site offering several million products, Cultura is a major French player in the cultural and artistic sectors and a leading bookseller now. The site is scheduled to become operational in February 2028.

TGW Logistics supports Cultura's long-term omnichannel growth

The retailer aims to improve the performance of its logistics operations. It also seeks to optimize customer experience across all its sales channels, through shorter delivery times and personalized services. Furthermore, this project is intended to reduce its environmental impact and improve the ergonomics of order picking for its staff.

A comprehensive and scalable omnichannel solution

The scope of the supply includes receiving stations, bin-loading and replenishment stations, a FlashPick system with 115,000 bin locations, and ergonomic PickCenter One order picking workstations. The system will also incorporate a dispatch buffer and fully automated AutoStax palletizing systems.

The facilities installed at Ferrières-en-Gâtinais guarantee a high level of performance, flexibility, and scalability. Provision for future expansion was incorporated right from the design phase to support the evolving logistics requirements and strategy of Cultura.

A strategic collaboration with great potential

Several factors contributed to this collaboration, notably a solution closely aligned with Cultura's operational needs, a genuine partnership-based approach, solid experience with comparable projects, and TGW Logistics' ability to reduce and manage complexity.

Beyond this strategic project, this collaboration with Cultura represents a major benchmark for TGW Logistics. A dedicated, full-service TGW Logistics maintenance team will be on site to ensure the solution is available at all times.

"Cultura's growth ambitions required a logistics solution that was high-performing, scalable, and tailored to our specific needs. Beyond the technological solution provided by TGW Logistics, this project has become a wonderful collective endeavor. The teams' willingness to listen right from the pre-sales phase, their ability to work with us to find the right balance between performance, scalability, and managing complexity, as well as visits to other sites equipped by TGW Logistics, were decisive factors in our choice. Today, the equipment is being installed on site, the teams are working side by side to complete each stage, and I see on a daily basis a genuine collective commitment and a shared determination to make this strategic project a success for Cultura" explains Julien Boudy, Director of Product & Operations Transformation, Cultura.

About TGW Logistics:

TGW Logistics is one of the leading international suppliers of material handling solutions. For over 50 years, the Austrian specialist has implemented highly automated systems for customers, including brands from A as in Adidas to Z as in Zalando. As systems integrator, TGW Logistics plans, produces, implements and services complex logistics centers—from mechatronic products and robots to control systems and software.

TGW Logistics has subsidiaries in Europe, Asia and the US and employs more than 5,000 people worldwide. In the 2025/26 business year, the company generated revenue of 1.37 billion euros.

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About Cultura

A leading brand in the cultural and artistic sectors and a leading book retailer, Cultura's mission is to bring culture to life and make it accessible to as many people as possible.
An independent French family-run business since its foundation in 1998, it has over 120 shops in France – including five franchises – an online store, and currently employs more than 4,500 staff. Its range offers access to over 4 million new and second-hand items.
The brand organizes numerous cultural events in-store or through partnerships across the country and helps its customers discover music and the arts through its range of courses and workshops for adults and children. Through its social program 'Tous à la lecture!' ('Let's all read!'), Cultura is committed to fostering a love of reading, particularly amongst young people.
Cultura has been certified since 2021 by the Great Place To Work® Institute as a great place to work and has featured among the top 10 favorite retailers in France in the OC&C rankings since the survey's inception in 2010. Its short-term decarbonization targets have been validated by the Science-Based Targets initiative (SBTi), a leading global organization.
Since 2012, the Cultura Corporate Foundation has been supporting cultural and educational projects in the local communities around Cultura stores, in which the company's staff can get involved through skills-based volunteering.

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