

FRUITMASTERS

GELDERMALSEN 



SYSTEM
Logistics

A MEMBER OF THE KRONES GROUP



CUSTOMER INFORMATION

FruitMasters is the largest fruit cooperative in the Netherlands, supplying top-quality hard and soft fruit directly from the source to customers at home and abroad through a network of over 400 dedicated growers.

The company **oversees the entire journey of fruit from grower to consumer** – including sorting, packing, branding, and shelf presentation. By continuously investing in new technologies, developing exclusive (concept) varieties that meet consumer taste preferences.

FruitMasters grow and package as sustainably as possible, ensuring that everyone can continue to enjoy delicious and healthy fruit – now and in the future.

**Fruit
Masters.**

BUSINESS

FRESH PRODUCE



340

EMPLOYEES

308 MIO

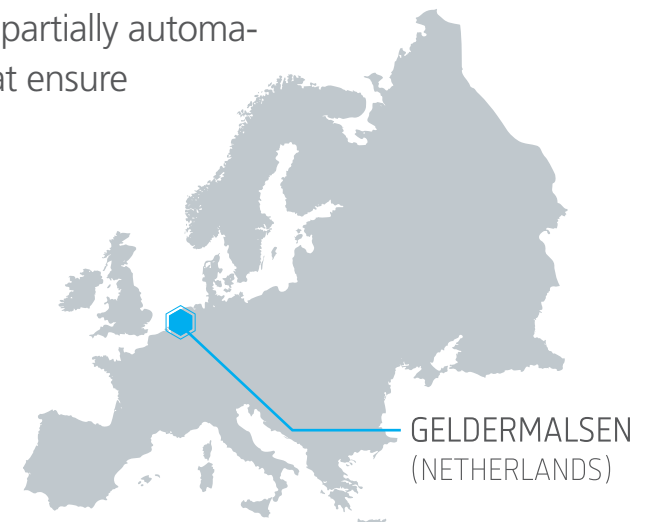
REVENUE €
(2023)

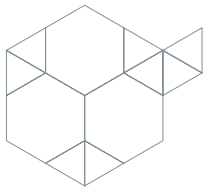




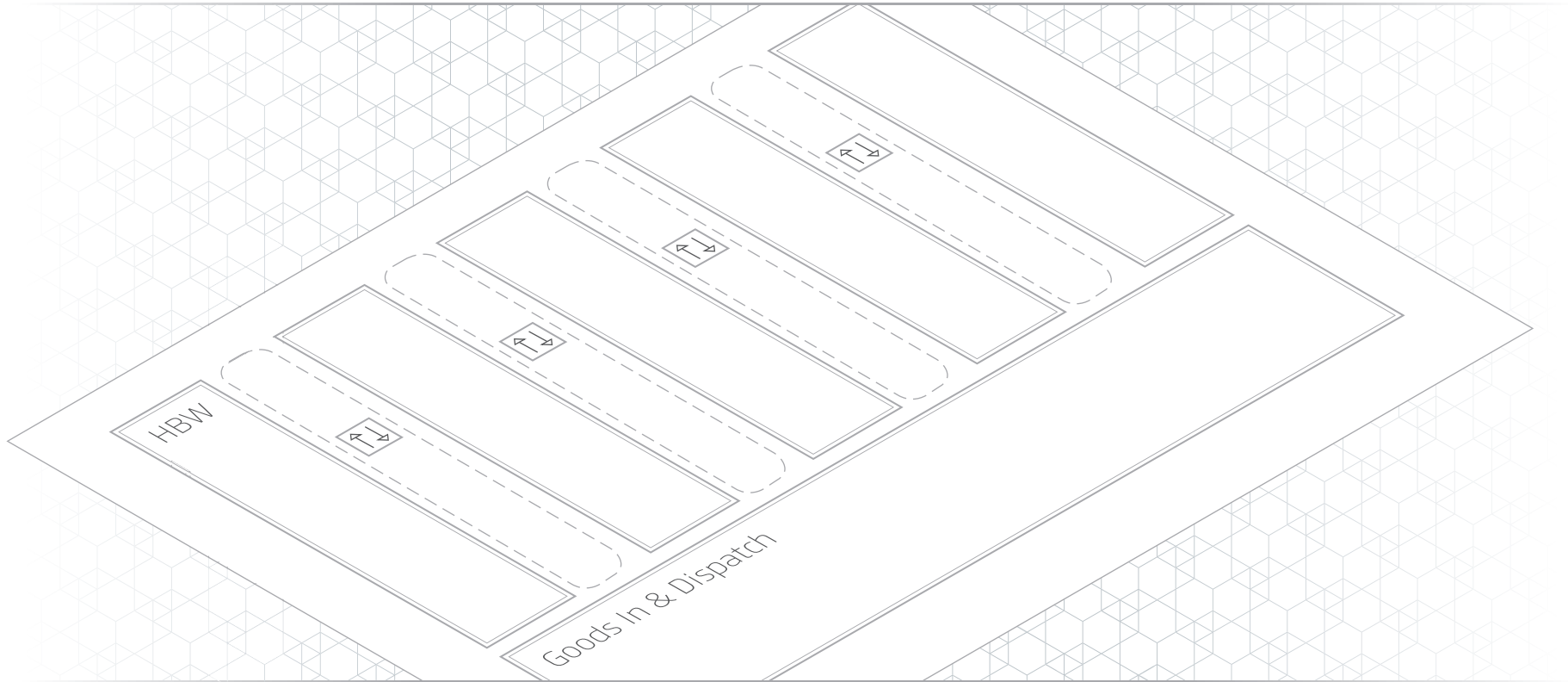
PURPOSE

- > In Geldermalsen, 35,000 square meters of new facilities have been built, housing dedicated packing stations for apples, pears, and soft fruit, spread over two floors.
- > At the heart of the Smart Fruit Hub is a fully automated high-bay warehouse, standing 23 meters tall, with capacity for over ten thousand bins of sorted fruit.
- > Internal transport is almost fully automated using Automated Guided Vehicles (AGVs) and Autonomous Mobile Robots (AMRs), contributing to an efficient and safe working environment.
- > The packing process is also partially automated with packing robots that ensure consistent product quality.





FACT SHEET



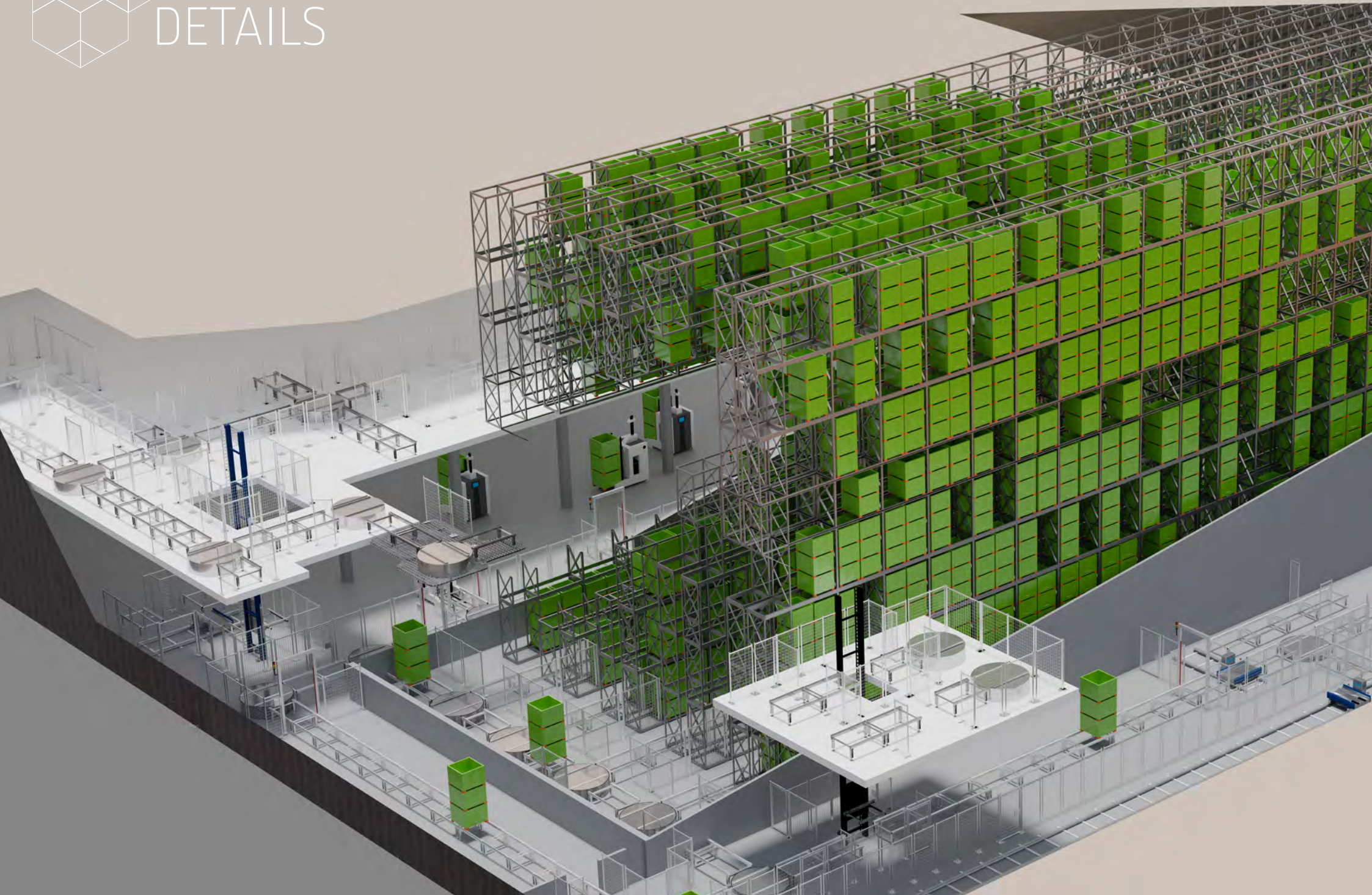
Logistic Building
64 x 18 x 22 m

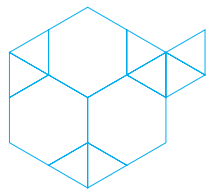


Project Scope
approx. €8 million



DETAILS

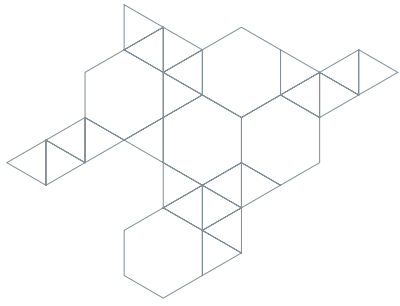




FACT SHEET

HIGH-BAY WAREHOUSE

- > Number of storage locations: 3.744
- > Number of stored bins: 10.854
- > 4 stacker cranes with telescopic table and PowerCap solution
- > In-/ Outbound performance 89 Stacks/h, 105 Stacks/h
- > 2 elevators
- > 1 transfer car with telescopic table
- > 4 sub suppliers
- > Automation technology
- > WCS Site Pilot
- > Third party interfaces: 3



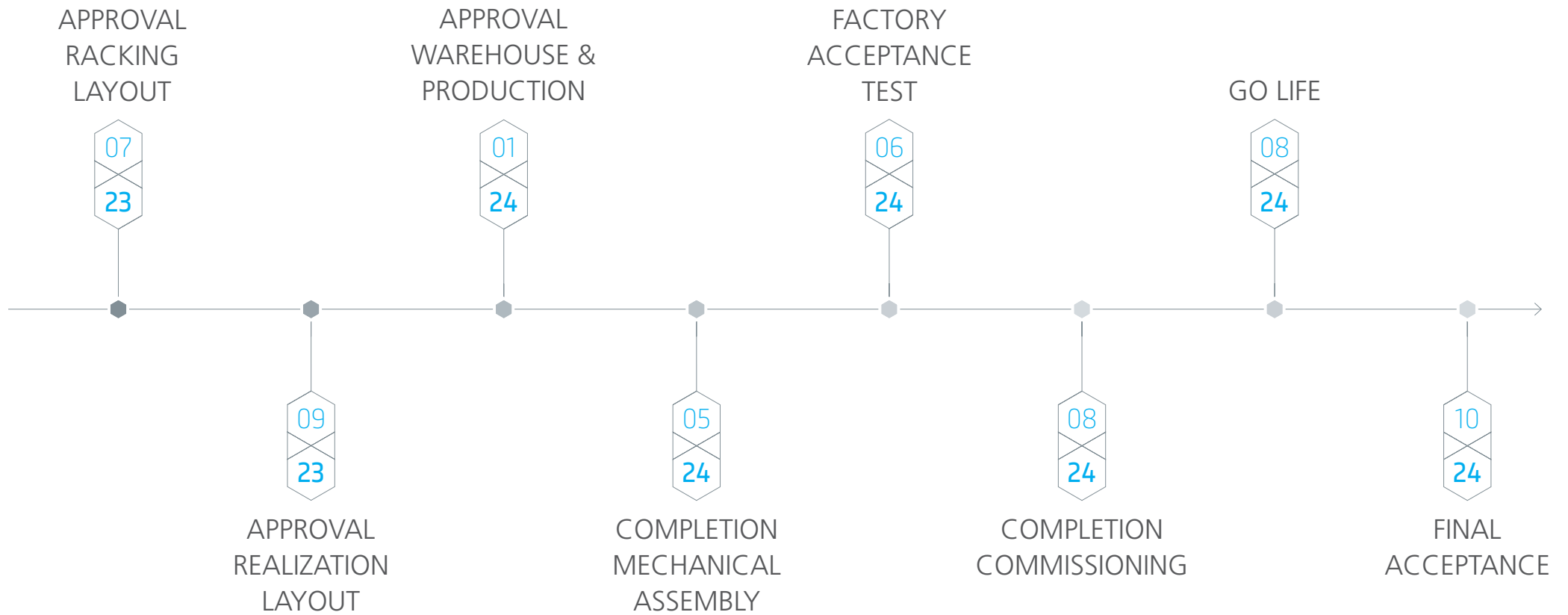
TRADES

- > Project Management
- > Site Management
- > Automation Technology
- > Warehouse-Control-System
- > Steelworks
- > Conveyor-Systems
- > Stacker Cranes





TIMELINE



IMPRESSIONS



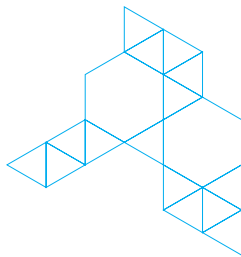








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