

Robotization arrives to the domestic electrical market as part of a massive investment

- Innovation and staff expansion at Daniella Ltd. -

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As part of an investment worth close to 2 billion HUF, Daniella Ltd., which has been engaged in retail and wholesale of electrical products for almost 30 years, has built a new logistics warehouse center. The 12000 m² hall, which began operations in the beginning of January 2021, will be the most advanced and innovative warehouse in the domestic electricity market, where a robotic system will optimize, accelerate and refine logistics workflows.

The comprehensive development of the two-time MagyarBrands award-winning and dynamically developing Hungarian company is not only significant from a technological standpoint, but also equates to a large increase in the number of employees, as it also expands the company's logistics workforce by 40%. The growth of the company is greatly showcased as well by the fact that this summer the company, which is also innovating in the field of logistics and e-commerce, also successfully released their bonds evaluated at 3.6 billion HUF within the framework of the corporate bond purchase program launched by the Hungarian National Bank. This not only exemplifies the unwavering trust of the customers towards the company of Daniella Retailer Ltd., but it also serves as a testimony of confidence in the domestic investment market.

The investment doubles the storage capacity of the market-leading company

Daniella Ltd., which has been operating for almost thirty years, has grown from a 4-person company in its initial stage to a market-leading company with more than 320 employees and sales revenue worth nearly 20 billion HUF. With its 31 business premises and its B2B and B2C web shops, the retail and wholesale company of electrical products has secured a veritable nationwide coverage. Owing to the capital raising of 3.6 billion HUF, the implementation of several large-scale developments will be accelerated, the most significant of which is the construction of the logistics center in Nagytarcsa, which will be established for nearly 2 billion HUF. This is considered to be a unique investment in the domestic electricity market, which marks a new chapter in the life of a dynamically developing company, as their storage capacity doubles. Instead of 6,000 m², they will be able to serve the needs of their customers with a 12,000 m² warehouse unit.

*„At Daniella Electricity we possess all the necessary tools, knowledge and infrastructure to double our traffic. Our warehouse investment, alongside our web shop innovation and our many other developments can also be considered a comprehensive innovation program that is of tremendous importance to the life of the company. Due to this, we can continue to dominate our market in the future, and from a broader perspective we can join the technological elite among the companies operating in Hungary. Henceforth I am able to say that although the coronavirus has impacted our market as well this year, we are able end 2020 successfully in many ways.” – stated **Ernő Hadnagy**, managing director of the company.*



Hadnagy Ernő, a Daniella Kft. ügyvezető igazgatója

How does the most modern, robotic smart warehouse of the Hungarian electricity market work?

Nowadays through innovative and cost-effective logistics, the industry 4.0 is using automated, program-driven smart solutions at an increasing rate. This includes a robotic warehouse system that will soon be available in Daniella's new hall, which will be responsible for storing, efficiently selecting and grouping small materials familiar to the electricity market. The storage and selection processes will be controlled in a unique way by software developed directly for this purpose from the four-story high storage shelves. Through innovation, part of the logistics process chain will become automated, accelerated, and become even more accurate. All this optimizes the processes, therefore a large increase in efficiency can be expected. The application of intelligent robot solutions represents a significant technological advancement for the company, and at the same time for the Hungarian electrical material trade.

Robotization creates new jobs at Daniella Ltd.

The use of robotics technologies raises the question of whether such a development will result in a decrease of the workforce. It is important to mention that in the new logistics complex of Daniella Ltd., the future application of the robotic warehouse system will make the warehousing and goods service processes more efficient but will not replace the human workforce. Instead, this kind of a development will create new, high value-added jobs.



The new 12,000 m2 logistics center of Daniella Ltd. with a robotic warehouse system, which is the most developed and most innovative warehouse in the Hungarian electricity market / Source: Daniella Ltd./

With the investment in logistics and the introduction of the latest technology, the logistics unit is also undergoing a major development in terms of staff, in addition to its 40% increase in headcount, this is regarded as an expansion of intellectual and professional capital. Other than general warehousing responsibilities, the area is enriched with up-to-date, highly qualified positions, which the company can utilize for infrastructural and IT developments in the most efficient way possible. Thus, the investment, which has a great importance from the point of view of the national economy, as in addition to the general expansion, new jobs and positions will also be created.

The video about the investment can be viewed by clicking on the link below:

https://www.youtube.com/watch?v=5sWBZ-37ac4&ab_channel=DaniellaKft

Briefly about Daniella Ltd.:

Daniella Ltd. is the market leading electricity trading company in Hungary. The family-owned Hungarian company is engaged in the retail and wholesale of electrical appliances and offers its customers a full range of electrical products. The motto and mission around which the company has built its product and service portfolio is “**at the service of the electric world**”. In addition to the network of 31 specialty stores, they provide **B2B** and **B2C web shops** to serve their customers. From all available inventories worth nearly 2 billion HUF, most requests are fulfilled the next day, while products not kept on shelves will be obtained as soon as possible through their network of hundreds of suppliers. From 2021, they will fulfill the needs of their customers from the 12,000 sqm logistics center equipped with a state-of-the-art robotic warehouse system in terms of the domestic electricity market.

In 2020, the company successfully issued a bond release valued at 3.6 billion HUF.

The company fulfills export operations in Romania as well, through its own subsidiary Dominant Electric S.R.L., as well as in other countries with the participation of local vendor partners.

The company is a member of **FEGIME**, a business alliance of family-owned procurement companies that distributes electrical products. Daniella Electricity is a founding member of **FEGIME Hungary Ltd.**, established in 2007. It is connected to a chain of international member companies, the business alliance of the European professional elite, with the participation of Hungarian family-owned businesses.

In **2019** and **2020**, Daniella Electricity also won the **MagyarBrands** award in the **Excellent Business Brand** category.

When it was founded in 1992, the company employed only 4 people, but due to its stable and reliable operation and expertise serving its partners, has grown into a company with more than 300 employees, making it a leading wholesaler in the Hungarian electricity market, and has joined the ranks of domestic large enterprises.

For further information and interview scheduling:

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