

## SCALLOG is supported by the intralogistics specialist SPAN to accelerate its development in the Middle East.



*As part of its international expansion strategy, SCALLOG announces the signing of a commercial agreement with SPAN, a renowned player in the optimisation and automation of distribution centres in the Near and Middle East.*

Nanterre, 9th November 2021 - During the Dubai World Expo where French innovation shines, SCALLOG agreed to **enter into a partnership agreement with recognised intralogistics expert SPAN to market their “Goods to Man” robotic solutions in the Middle East, particularly in Egypt and the Arabian Peninsula, the United Arab Emirates, and Saudi Arabia.** It marks SCALLOG’s desire to develop in a market with strong development potential, in search of innovative solutions to build the logistics of the future **by capitalising on a regional base, expertise in logistics, numerous references and a long-term relationship with SPAN.** As Olivier Rochet, CEO of SCALLOG tells us: *“We are pleased to partner with an intralogistics expert like SPAN who will bring our value proposition to the fastest growing markets in the Middle East. A “made in France” robotic logistics solution, highly flexible and scalable, that automates and optimises order picking, with agility and resilience, and with a constant focus on reducing costs and lead times.*

### **An extremely heterogeneous and competitive market in search of innovation.**

As in Europe, the Covid-19 epidemic in the Middle East and Arabian Peninsula has accelerated changes in buying behaviour and triggered a **boom in e-commerce**. According to the latest Market Research Feedback study commissioned by Tiktok, **90% of the users of this social network in Saudi Arabia, 83% in the United Arab Emirates, and 79% in Egypt, have significantly increased their online shopping habits in 2020.** In order to meet the new omnichannel requirements for consumers, the distribution centres in these countries must now rationalise and automate their logistics operations to increase productivity and accelerate their throughput while limiting their labour requirements.

**Hoda Daniel, Strategy and Communication Director at SPAN**, explains to us the specific features of the market: *“The Middle East is a heterogeneous market, as diverse as the countries it comprises. Today, **three countries stand out in terms of investment and the deployment of intralogistics resources: Egypt, the United Arab Emirates, and Saudi Arabia.** However, they each have their own criteria in terms of regulation, infrastructure, etc... Companies in these countries are therefore looking for a local partner, an expert in intralogistics, who perfectly understands their specific needs, provides tailored solutions and builds long-term relationships, just like SPAN.”*

### **A leading player in intralogistics in the Middle East**

Founded in 1989, SPAN is a **key player in the modernisation of intralogistics in distribution centres**, in terms of advice and technological solutions. With a team of over **370 associates and a presence in Dubai, Doha, Abu Dhabi, Riyadh and Beirut**, the company has unrivalled experience in its market with projects completed in over **30 countries across all sectors of activity**. In addition, it is well known for its wide range of automation solutions, from the most traditional to the most innovative, for optimising all warehouse operations.

**Walid Daniel, CEO of SPAN**, comments, *“Faced with the numerous upheavals caused by the health crisis, from the impact on demand to the changes in buying habits, coupled with the instability in our region, we are now witnessing a fragmentation of the intralogistics market. In this context, we wanted to expand our technological offer of mobile robots and shelving, more flexible and less expensive than traditional handling systems, in order to respond to the growing demand for agility and efficiency from our clients in the face of a new economic situation, namely a recovery with many uncertainties.”*

**Three key factors** motivated SPAN’s choice to endorse and market SCALLOG’s solutions, in addition to cultural similarities and common values: **the technological reliability of the robotic solution** proved in the field in Europe and transparently described in a technological roadmap, **a value-added approach** which means technology is used to optimise processes and **a perfect understanding of operational requirements** in order to build “tailor-made” solutions for clients.

Walid David, CEO of SPAN, adds: *“We are excited to add SCALLOG technology to our offer which moves us fully into intralogistics 4.0, combining **automation, robotics, and data intelligence.** This new offer guarantees our clients more agility and flexibility in their processes to adapt to changes and be creative in their business”.*

Remi Badaroux, Partners Network Manager, concludes: *“With SPAN, combining dual expertise, consulting and integration, our ambition, based on SCALLOG robotic solutions, is to quickly bring*

***value to warehouses to enhance the customer experience and the competitive edge of businesses in the Middle East.***

The two partners anticipate the first deployments of SCALLOG solutions in the first half of 2022.

**About SPAN:**

SPAN is a leading consultant and provider of integrated solutions for distribution centres, supply chains, and workplace requirements. They offer a wide range of products and services, including warehouse design, storage systems, material handling equipment, logistics software, automated systems, and semi-automated solutions. By maintaining its focus on supply chains, the company has garnered decades of intralogistics expertise through which it is able to continuously provide innovative solutions, that not only streamline warehouse operations and keep their clients at the forefront of technology, but also bring real benefits to their bottom lines. Since its inception in 1989, SPAN has worked in close collaboration with its clients and partners to assist them, and guarantee that they are able to meet the ever-changing challenges confronting their industries.

[www.span-group.com](http://www.span-group.com)

**About SCALLOG**

Founded in 2013, SCALLOG is a French company that develops, manufactures and markets robotic solutions for the logistics sector in order to increase warehouse agility and productivity for 3PL, e-commerce, distribution and manufacturing companies. Faced with evolving demands among B2C and B2B customers, particularly with regard to product availability and delivery, the SCALLOG solution ensures that they can accelerate their order picking and absorb their activity peaks while reducing workloads for employees and spreading their investment. Their “Goods to Man” range includes the best “intelligent” decision and execution software, and mobile robotics, meeting the requirements of logistics operators to go one step further with order picking flexibility, and integrate automation more widely in their warehouses. With over 30 clients to its credit and having raised substantial funds, SCALLOG, the spearhead of scalable and flexible logistics robotics, now aims to accelerate its development in Europe and internationally

<https://www.scallog.com/en/>

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