

GardenStore growing like crazy

They sell most things for gardens. The fast-growing e-commerce company GardenStore has now moved its warehouse to Eskilstuna.



You could say they have gone from zero to one hundred in four years. Last year they had a turnover of just over 100 million.

"Our forecast for 2020 is to double our turnover from last year," says logistics manager Erik Hallgren.

GardenStore decided to move its warehouse from Huddinge in autumn 2019. They had outgrown their current warehouse. It was a rush to find something that was big enough, had a reasonable rent and where they could be moved in and ready before the high season, which gets under way in April. They found what they were looking for in Eskilstuna.

"We have received good references from similar companies that have established themselves and developed in Eskilstuna," says Erik Hallgren, who is looking forward to being in new and larger premises and they can bring in all the goods they need.

From here it is a faster route for customers in Norway and other major cities in Sweden.

"At the same time, it is still close to Stockholm. Our customers there won't notice any difference, we will still be able to offer the same service as before," Erik Hallgren says.

He feels they have received effective support to find premises, obtain planning permission for conversion and also help to find employees.

"We have looked for people locally and received well qualified applicants. We have just employed a fourth person for the warehouse, who comes from Eskilstuna," he says.

So right now there are four employees in the warehouse, but during the high season there will be around ten people.

"As we grow, we will increase with more full-time employees all year round," Erik Hallgren says.

And as said, growth is what they are anticipating. That was also one of the reasons why

they chose Eskilstuna. There was a sufficiently large premises here with a shorter lease period.

"With our rate of expansion we will grow out of it, but then there are other solutions here in Eskilstuna. We are anticipating staying here," Erik Hallgren says.

The move has gone well and the pre-season orders are now starting to pour in. There are 55,000 different products at gardenstore.se.

"If you can have it in the garden then we have it," Erik Hallgren says.



In the future e-commerce will be value-driven

Purpose driven commerce was the theme at this year's D-Congress. Naturally, Eskilstuna Logistics and Establishment was there absorbing the industry's innovations and challenges.

"In the future companies will be more value-driven. It's not just about selling, but about doing it with a beneficial purpose," says Manuel Brändeborn, marketing manager at Eskilstuna Logistik och Etablering.

Why was Eskilstuna Logistics and Establishment at the trade fair?

"We need to understand the e-commerce sector's challenges. It is a very fast growing sector and we want to help them to establish themselves here in Eskilstuna. Many companies are curious about Eskilstuna and one company immediately scheduled a visit here."

Why is Eskilstuna good for e-commerce companies?

"We can help the companies to grow sustainably. We can help them with many things from obtaining effective freight flows to energy solutions to staffing.

What are your strongest impressions from the trade fair?

"I am impressed by all the great ideas that there are, such as using plastic from the sea to produce shoes or buying in defective jackets to restyle and sell them on. The industry is moving towards sustainability, which feels promising."



RESTAURANTS COMING TO ESKILSTUNA LOGISTICS PARK

Four new restaurants will be opening in Eskilstuna Logistics Park in spring 2020. You can read about all of them here in Progress Report. Here is Ekmans food.



Generous opening hours and drive-thru for traditional home-cooked food

"We are probably the restaurant which will open earliest in the day," thinks Stefan Ekman at Ekmans food and event.

Ekmans food and event will open its restaurant in Eskilstuna logistics park during the spring. They will be offering a range from breakfasts to lunch, which will start as early as 9 in the morning.

They will also have a drive-thru with their traditional home-cooked food where you can obtain everything from schnitzel, meatballs and mashed potato, or hamburger with potato and gravy.

"In the drive-thru you will be able to buy both hot food and cold lunch boxes that you can heat up later," says Stefan Ekman, who has been thinking about this idea for some time.

"I know myself how stressful everyday life can be, with work and children who have to be taken to various activities. So it can then be nice to take home, well-cooked food sometimes."

The restaurant in Eskilstuna logistics park will have 150 seatings inside and 50 more outside. They will also have two glazed rooms where customers can hold breakfast and lunch meetings. Ekmans mat and event has a large catering operation which will also be situated in the restaurant in the logistics park.

"The location along the E20 is good for us. We have two barbecue trucks that we often take out, so this location makes a good starting point for us," Stefan Ekman says, adding:

"But it is primarily people who work in the logistics park who will be our customers."



Eskilstuna received logistics award

Retuna recycling mall in Eskilstuna received Postnord's special prize in this year's Logistics Awards.

"Eskilstuna municipality has shown that ideas of sustainability and the circular economy work in practice," Postnord writes. The award is verification that Eskilstuna municipality is innovative within the logistics field.

"Returen, our logistics centre, is the heart of our operations, so we are very proud that in particular, along with the sharing economy, has attracted attention. Brave of Postnord to highlight logistics of the future!" Says Sofia Bystedt, centre manager.



The recycling mall consists of shops, conference facility and café. Used goods are handled, repaired, renovated and sold here.

THIS IS WHERE YOU CAN MEET US DURING 2020

We are monitoring the development of coronavirus and awaiting a decision on which events will be held.

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Eskilstuna
logistik

Our logistics area is directly adjacent to rail, motorway and air links in the Stockholm-Mälardalen growth area. We have one of the country's leading container terminals and a large logistics park. We want to offer long-term, sustainable and efficient solutions for companies and easy access to several different modes of transport. That's how we will create more jobs in Eskilstuna.

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