Press Release
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Müller - “Die lila Logistik” Wins MAIRDUMONT as a New Client

Besigheim/Ostfildern, August 11, 2026 – Müller - Lila Logistik will be responsible for all publishing logistics for MAIRDUMONT GmbH & Co. KG, one of the leading providers of travel information in Germany and Europe, at its Blaufelden location. The warehousing and shipping processes are currently being transferred to Lila Logistik’s system.

Publishers are facing changing market demands, increasing complexity, and growing cost pressures. As a result, they are increasingly focusing on their core business: content, brands, programs, and marketing. In this environment, outsourcing logistics tasks to specialized partners has become a strategic decision. It provides access to well-established systems, flexible and scalable structures, and modern technical infrastructure.

MAIRDUMONT, too, had previously handled its publishing logistics in-house but, as part of a broader strategic realignment, decided to place its entire publishing logistics operation under the responsibility of an external partner. After an intensive market analysis, Lila Logistik was selected. The deciding factors were a compelling overall concept, extensive experience in publishing distribution, and a holistic systems approach for stable, future-proof processes.

“We want to focus our efforts even more strongly on content, brands, programming, and distribution,” said Dr. Stephanie Mair-Huydts, Managing Director at MAIRDUMONT GmbH & Co. KG. “To do this, we need a specialized partner with strong investment capabilities to whom we can confidently entrust our logistics processes. Lila Logistik won us over with its publishing expertise, clear structures, and a solution that not only meets our current needs but also leaves room for future developments.”

Modern Publishing Processes at the Blaufelden Location

Starting January 1, 2027, Lila Logistik will take over all logistics processes for MAIRDUMONT at the Blaufelden site as part of an outsourcing agreement. These processes include receiving, warehousing, order fulfillment, shipping, and returns processing. The volume comprises approximately 12,000 pallets, 7,000 titles, and programs from partner publishers.

To achieve this, Lila Logistik uses a setup specifically tailored to the requirements of book and media distribution. The contract service provider has consistently invested in systems, processes, and technical infrastructure. A key component is a highly automated warehousing and order-picking facility featuring AutoStore technology. It ensures stable operations and flexible capacity even when volumes fluctuate. As a result, Lila Logistik offers publishers a comprehensive system that they would be able to set up on their own only with considerable effort. The combination of industry-specific experience, advanced technology, and well-coordinated teams lays the foundation for new partnerships in the market.

“MAIRDUMONT is a renowned publisher and a discerning market player. We are very pleased to have gained this company as a new client,” explains Michael Müller, CEO and founder of Müller - Die lila Logistik. “This is a strong signal that reinforces our path in publishing logistics. It shows that specialized outsourcing models are gaining importance in the market. We are making targeted investments in technology, processes, and teams to reliably support existing clients and build new partnerships in the publishing market.”

Company Profile

About Müller - Die lila Logistik SE

Müller - Die lila Logistik SE, headquartered in Besigheim, is an internationally active logistics company with more than 2,200 employees at 26 locations in Germany, Poland, and the Czech Republic. The company offers a broad portfolio of logistics solutions for industries such as book publishing, automotive, electronics, medical technology, and other demanding markets. In publishing logistics, Lila Logistik combines industry-specific expertise with stable, scalable logistics setups and targeted investments in modern processes.

About MAIRDUMONT

MAIRDUMONT GmbH & Co. KG is the leading provider of travel information in Germany and Europe. Its offerings span the entire media spectrum, from print to online and mobile. The publishing portfolio includes the brands MARCO POLO, Baedeker, DUMONT Reise, Kunth Verlag, Lonely Planet, Stefan Loose, Kompass Freytag und Berndt, Hallwag Kümmerly+Frey, Falk, the ADAC cartography program, the VARTA guide, as well as mobile apps, e-books, and numerous travel and mobility portals. The product portfolio includes travel guides, illustrated books, travel literature, atlases, cartographic products, outdoor, hiking, and cycling guides, as well as hotel and restaurant guides.

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