

Haypp Group is reviewing its warehouse locations

Norwegian trade magazine Ehandel.com recently published an article regarding the first concrete outcome of Haypp Group's review of its global distribution; the establishment of a new automated warehouse located in Oslo.

As Haypp Group is seeing a strong development of the nicotine pouch category during 2021, it has become necessary to oversee the distribution network, not only to ensure capacity but also to further enhance the customer buying experience and shorten delivery lead times. For this reason, Haypp Group is during 2022 reviewing its present warehouse locations in all the current markets to determine how to additionally improve distribution capabilities.

"In recent years, the demand for home delivery has increased sharply in Norway. A first-class home delivery service put high demands on logistic capabilities. A new warehouse in Oslo gives us the opportunity to further strengthen the customer journey. Going forward, we will direct our focus towards next day and evening deliveries with high quality. A fully automated warehouse is believed to secure the capacity to efficiently handle peak order volumes and pave the road for further growth", comments Kim Andre Nilsen, Norwegian country manager.

The warehouse, located at Økern, in Oslo, has a total area of 2,073 square meters and will increase the company's delivery capacity by more than 300 percent.

Read the full article (in Norwegian) [here](#).

Contacts

General inquiries

For general inquiries contact info@hayppgroup.com.

About Us

The Haypp Group is spearheading the global transformation from smoking to healthier product alternatives. With origins in Scandinavia our extensive experience from pioneering markets in smoke free alternatives, as well as being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in 9 countries where we serve more than 375 000 active and loyal consumers.

Press Release
24 January 2022 15:15:00 CET

HAYPP GROUP

Image Attachments

[Ehandel.com](https://ehandel.com)

Attachments

[Haypp Group is reviewing its warehouse locations](#)