



Norwegian e-commerce retailer VILLOID selects StrongPoint to build world's largest Pio facility

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(Oslo, 18 September 2026) – StrongPoint has been chosen by the Norwegian leading fashion online retailer VILLOID to design and install its new Pio facility, created by AutoStore, warehouse automation solution. The contract value is approximately NOK 17 million, and the installation is expected to be completed by Q2 2027.

VILLOID is Norway's largest curated fashion destination for women, with a community of 500,000 women. Founded in Oslo in 2015, the company today offers around 250 carefully selected brands, combining leading international and Nordic labels with its own in-house brands.

VILLOID is moving its fulfilment centre to a new location, and the new Pio system will be doubled in size as the retailer requires additional capacity to support future growth. When completed the system is expected to be the largest Pio installation in the world. Pio is powered by AutoStore technology, combining high-density automated storage with goods-to-person fulfilment to help growing e-commerce businesses increase capacity and operational efficiency.

"Retailers like VILLOID are looking for partners that understand their fulfilment operations, not just automation. That aligns with StrongPoint's focus on customer intimacy, working closely with customers to understand their operations, improve operational outcomes, and act as a partner rather than simply a supplier. We look forward to supporting VILLOID on its expanding automation journey," said Jacob Tverabaak, StrongPoint CEO.

"We have had a very positive experience with AutoStore Pio over several years. World class logistics with same-day delivery has been a key driver of our strong and profitable growth, delivering on customers' expectations of exceptional fulfilment service. StrongPoint will be a valuable partner as we continue our expansion, and with the new, larger Pio system we look forward to the additional capacity as we scale toward our next milestones. The facility will be the largest AutoStore Pio facility in the world," said Jeanette Dyhre Kvisvik, CEO and founder of VILLOID.

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About StrongPoint

StrongPoint is a grocery retail technology company that makes grocery retailers more efficient and sustainable.

StrongPoint provides e-commerce and in-store solutions. Within e-commerce, this includes end-to-end grocery e-commerce fulfilment, including in-store order picking, automated micro-fulfillment, click and collect grocery lockers, and in-store and drive-thru grocery pickup solutions. For in-store operations, StrongPoint provides technologies such as electronic shelf labels, AI-powered self-checkouts, and cash management and payment solutions.

With approximately 500 employees across Norway, Sweden, Finland, the Baltics, Spain, the UK and Ireland, and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries.

StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange, with revenue of approximately NOK 1.4 billion [ticker: STRO].

Attachments

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