

6 Cent per pick

Magazino introduces new pricing model "Pay-per-pick" for autonomous picking robot

Munich, 24.06.2019 – The German robotics startup Magazino introduces a flexible and performance-based pricing model for their mobile picking robot TORU. With the new "Pay-per-Pick" model, customers pay only for the work the robot actually did instead of an annual software license.

The innovative pricing model gives customers a maximum of flexibility because it reduces the upfront investment and the risk during the starting phase of new projects or when demand declines. The robot TORU is specialized in autonomous picking, stowing and transporting individual items, like shoe boxes, in warehouses of online retailers or fulfillment providers.

Frederik Brantner, Co-Founder and CEO of Magazino says: *"There is an enormous demand in the logistics market for a performance-based pricing. We are proud to offer not only a unique automation technology but also a payment model, that provides flexibility and planning reliability at the same time. Pay-per-pick goes way beyond of usual Software-as-a-Service models. We strongly believe, that flexibility becomes the most crucial asset for fulfillment operations in ecommerce."*

With the new pricing model, customers pay once EUR 55.000 for the hardware of the robot and EUR 0,06 for each "pick" the robots are doing in the warehouse.

Regular software updates by Magazino as well as the usage of A.I. and machine learning helps the robot constantly to work faster and become more robust in unknown situations – which will increase the number of picks the robot does per hour. And if the demand shrinks in low season, customers don't have to pay more than the actual picks they get from the robot.

Today TORU robots run at 9 different customer sites in Germany, Poland and Belgium. The autonomous robot uses advanced computer vision and self-learning methods to work in warehouse environments that were made for humans. The use of TORU can reduce the cost-per-pick up to 40% compared to manual picking.

Magazino GmbH develops and builds intelligent, mobile robots that perceive their environment and make their own decisions. These autonomous robots work alongside people and make processes in e-commerce, fashion and production logistics more flexible and efficient than ever before. With over 110 employees in Munich, Magazino is the largest Advanced Robotics team in Europe. Magazino's investors include Körber AG, Zalando and Fiege Logistik.

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„The mobile robot TORU autonomously transports, picks and stows individual objects like shoe boxes.“

Picture link: https://www.magazino.eu/wpcontent/uploads/2019/03/mag_pick_corridor_final_web.jpg