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## Press Release

# Swisslog wins Best Vendor Blog in Warehouse Tech Writers Awards

**Buchs/Aarau, 1 May 2017 – Swisslog has won the Gold Award for Best Vendor Blog in the Warehouse Technology Writers' Awards 2017 which recognize top writing talent across the warehouse and supply chain industries from all types of publications.**

[Swisslog's blog](#) includes articles offering guidance to readers looking to enter the world of robotics and big data intralogistics, or improve their existing strategy. It was praised for its easily-navigable page structure, well-researched opinion pieces and ability to present complex topics in an easy-to-follow manner.

Besides the Gold Award for Best Vendor Blog, A.K Schultz, Swisslog's Vice President of E-Commerce/Retail WDS Americas and regular blog contributor, also received a Bronze Award in the Best Article category, for his post ['Interoperability: what is it and why should you care'](#).

Cathrin Völz, Head of Marketing at Swisslog Warehouse & Distribution Solutions, is delighted with the honor: "Winning the Best Vendor Blog Award as well as a Bronze Award in the Best Article category underlines the quality of our blog and the added value we provide for the logistics community."

Swisslog, as a provider of flexible, robotic and data-driven automated intralogistics solutions, offers insight into the latest trends and developments in the logistics industry with its blog. Although topics such as Industry 4.0 reveal a lot of information, the company keeps the focus on intralogistics, helping the reader to classify new technologies.

A.K. Schultz's article about interoperability – or in his words "the ability of systems to transact with other systems" – is a great example of this, explained by a path of three steps so that the reader can easily follow the discussion.

### **Jury convinced by the clear structure and content**

The final results were decided by a combination of recommendations from the two awards judges and a public vote. Awards judge and Explore WMS editor Kathryn Beeson said: "We

had a lot of top quality entries to the awards, making the judging process an enjoyably difficult one. Nevertheless, I felt that the insights Swisslog's blog provides and its clear presentation of complex subjects really stood out. As we were judging the blog as a whole as well as the articles on there, I was also drawn to Swisslog's breadth of content and the clear layout. The advanced search function, which allows readers to filter blog posts by industry, country and date, is also a nice touch."

### **About the awards**

The Warehouse Tech Writers' Awards were launched by [explorewms.com](http://explorewms.com) to recognize top writing talent across the warehouse and supply chain industries. Often unfairly dismissed as a rather 'dry' topic to write about, the awards promote content that engages their audiences with the rapidly-evolving world of modern distribution and tackles complex topics with a clear and easy-to-understand approach.

All blog articles are allowed to be used in your publication on request. We can also translate desired articles into other languages. You can find more information and latest news about Swisslog on our social media channels [Twitter](#), [LinkedIn](#) and [YouTube](#).

### **Contact**

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### **About Swisslog**

Swisslog designs, develops and delivers best-in-class automation solutions for forward-thinking healthcare systems, warehouses and distribution centers. We are a single-source supplier of integrated systems and services – from planning, design and implementation through servicing over the entire lifecycle of our solutions. 2,500 talented employees and customers in over 50 countries stand behind the global company's success.

[www.swisslog.com](http://www.swisslog.com)

Swisslog is a member of the KUKA Group, one of the world's leading suppliers of intelligent automation solutions.

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