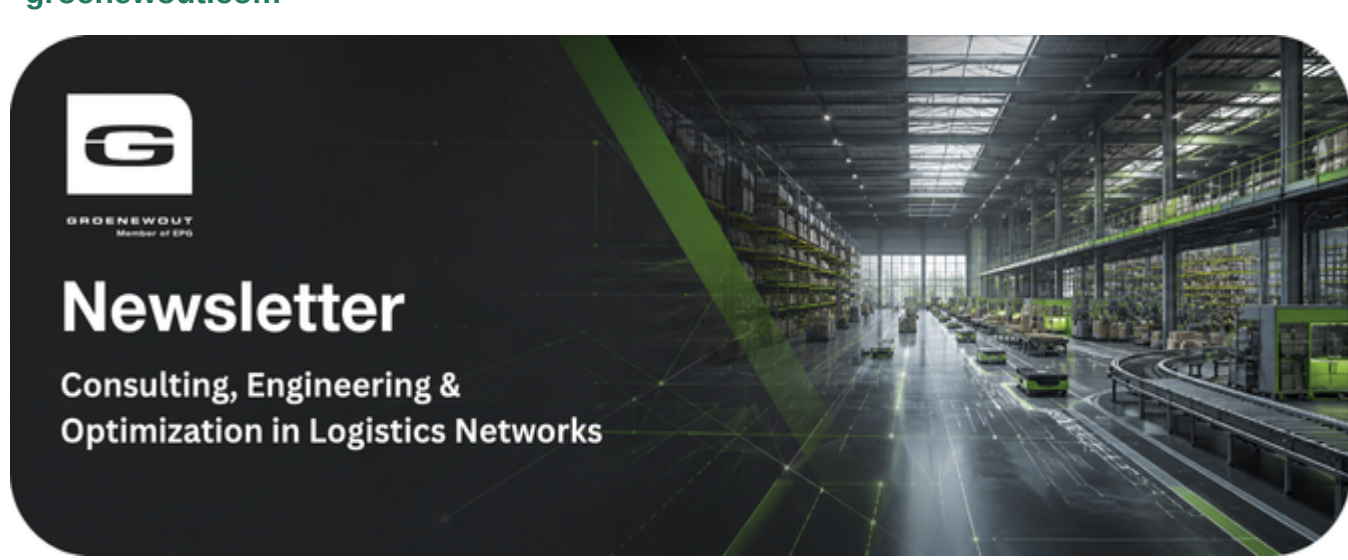




Newsletter

Consulting, Engineering &
Optimization in Logistics Networks

Fresh Perspectives for the Months Ahead

As business picks up again after summer, we are sharing new perspectives from across Groenewout. In this edition, we look at the interaction between warehouse design and WMS logic, explore what effective leadership requires in times of disruption, introduce our new colleague Germain and share the next step in the evolution of the Groenewout brand.

What Comes First: Warehouse Design or WMS Logic?

A warehouse is much more than a storage space. Its performance depends on the interaction between logistics processes, employees, system logic, material flows and the physical layout itself. The real challenge is therefore not simply how to design the building or where to position storage and picking areas, but how all these elements reinforce one another.



This raises a fundamental question during warehouse design: do you first define the physical layout and adapt the WMS afterward, or should the design start with the processes and the logic that will ultimately control them? In her latest analysis, Petra de Boer looks at this relationship in more detail and explains why warehouse design, operational processes and WMS logic should be considered together from an early stage.

[Read Petra's Analysis](#)

Leading Through Disruption: Why Self-Reflection and Influence Matter More Than Ever

At our 60th anniversary event in June, former Olympic judoka and three-time Olympic medalist Edith Bosch shared her perspective on leadership in challenging situations. Drawing on experiences from her sporting career, she demonstrated how instinctive reactions, frustration and ego can influence behaviour and stand in the way of effective teamwork and decision-making.



Together, both perspectives highlight a key aspect of resilient leadership: successful transformation requires leaders to reflect on their own behaviour while creating alignment and influencing others. At Groenewout, we believe future-ready supply chains depend not only on smart concepts and data-driven decisions, but also on strong leadership and organisations that remain adaptable.

[Explore the Leadership Insights](#)



Meet the Team: Get to Know Germain

Germain joined Groenewout as a Senior Consultant in April 2026. Throughout his career, he has gained extensive experience in operations and project management, particularly in automation. He has contributed to several retrofit projects and the integration of sorting systems, AGVs and conveyor solutions.



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