

press release

Zeitfracht Medien GmbH transfers distribution logistics in Germany to LMO / Last mile and long-distance transport from a single source / Process optimization for greater sustainability and quality improvement

Erfurt, Cologne, July 28, 2025. Zeitfracht Medien GmbH is reorganizing its distribution logistics for book wholesaling in Germany and will rely entirely on Last Mile Optimizer GmbH (LMO) as its central partner. Starting in August 2025, LMO will gradually take over delivery on the so-called "last mile" – such as to bookstores.

For Zeitfracht Medien and its e-commerce brand Kolibri360, the cooperation is also a further step toward sustainability: LMO, the new partner, focuses specifically on sustainable and environmentally conscious solutions in local transport logistics. Process optimizations, such as choosing shorter transport routes or using joint tours for different clients, will result in significant CO₂ savings. This increases vehicle utilization, which significantly reduces consumption per freight volume transported. In addition, LMO will use electric delivery vehicles, which will be put into practical testing at various locations starting in early 2026 – an important step toward further reducing its ecological footprint.

"The partnership comes at exactly the right time for us strategically," says Philipp Glöckner, CEO of Last Mile Optimizer GmbH. "Our strength lies in small-scale store deliveries, which is where we see our core business. The fact that such a long-established and high-volume company has decided to outsource its entire goods distribution to us confirms our expertise and the sustainability of our business model."

As part of the new partnership, LMO has made targeted investments in a modern vehicle fleet to meet the growing demands of small-scale shipment structures. Taking over last-mile customer deliveries for Zeitfracht underscores this focus on flexible, finely meshed logistics solutions.

With this step, Zeitfracht Medien and Kolibri360 are pursuing a clear single-service provider strategy to bundle processes, increase efficiency, and ensure quality. Thomas Raff, Managing Director of Zeitfracht Medien: "Thanks to our close cooperation with LMO, we can now offer our customers all services from a single source in a challenging market environment. Utilizing the extensive LMO network enables us to ensure stable operational processing in local and long-distance transport and thus guarantee a consistently high level of quality at attractive prices in the future."

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Thomas Raff continues: "This partnership also enables us to drive forward the ongoing digitalization of our processes and our sustainability concept. Overnight delivery in the book market in particular requires resource-efficient and intelligent delivery models. By choosing LMO, Kolibri360 can now also offer attractive logistics and transport solutions to customers from other industries."

About Last Mile Optimizer:

Last Mile Optimizer GmbH, based in Cologne, is a specialized logistics service provider focusing on the last mile and the associated transport chains. With a nationwide network, modern delivery concepts, and a clear service orientation, LMO supports companies across all industries in making their logistics processes efficient, sustainable, and future-proof.

About Zeitfracht Medien/Kolibri360:

Zeitfracht Medien GmbH and its e-commerce fulfillment brand Kolibri360 are among the leading logistics and service providers for the book and media industry and consumer electronics in Germany, Austria, and South Tyrol. The company offers a comprehensive portfolio of services along the entire value chain – from book wholesaling and publishing distribution to print-on-demand and e-commerce services to fulfillment services for cross-industry customers. With over 1,650 employees and continuous investment in digitalization, innovation, and sustainable logistics processes, the company stands for competence, quality, and future viability.

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