

## **Medial International Chooses Generix Warehouse Management System (WMS) to Digitalize Its Logistics Operations**

***Turin, Italy, 5 May 2025*** – Generix, a global business software company offering an expansive portfolio of SaaS solutions for supply chain, finance, commerce, and B2B integration, today announced that Medial International, an Italian B2B distribution company, has selected Generix Warehouse Management System (WMS) to digitalize its logistics processes.

For Medial, this initiative is part of a broader plan for digital transformation and technology modernization as well as an overall rebrand for the company – for which Generix is already a trusted partner through its electronic data exchange (EDI) solutions. By implementing the WMS at its logistics site in Mulazzano (LO), Medial aims to enhance internal flow traceability, optimize space utilization, and increase efficiency in the order preparation processes—while reducing errors and handling times.

"Our choice to work with a market-leading partner like Generix helps us maintain our forward-looking approach. Integrating innovative solutions into our supply chain through a warehouse management system means ensuring our customers the highest efficiency in warehouse logistics processes, optimizing picking accuracy, reducing lead times, and maximizing productivity," said Loris Giustetto, General Manager of Medial International.

Medial's 10,000 m<sup>2</sup> logistics site in Mulazzano handles distribution and co-packing operations. The adoption of the WMS is part of a broader strategy focused on process standardization and future scalability. Upcoming improvements include the use of the advanced reporting module DataPower, the integration with a shipping station software platform for the printing of shipping labels and the adoption of OCR technology to enhance EDI digitalization.

"Generix WMS and Medial International are working together to ensure higher compliance standards and improve customer satisfaction," said Loretta Chiantaretto, General Manager of Generix Italy. "Thanks to this deployment, Medial will rapidly increase operational efficiency, improve inventory accuracy, and accelerate order fulfillment—delivering superior customer service."



The decision to partner with Generix was driven by these key factors: the standardized and scalable approach of the WMS solution; Generix's vertical expertise in the supply chain sector; the SaaS model, which reduces management and maintenance costs; and the strong industry credibility and numerous client references.

Through digitalization, Medial is also reinforcing its Corporate Social Responsibility (CSR) commitment by reducing paper usage and packaging materials through digital document management.

### **About Medial International**

Since 1985, Medial has been one of the leading Italian companies operating in the field of professional supplies for cleaning, preservation, decoration, and hygiene of public spaces.

With over a thousand products in its catalogue and more than 40 years of experience, Medial stands out for its wide and specialized offerings. In 2008, it acquired Metalnova, thus becoming a specialist in metal container productions. The company operates globally, offering specialized professional solutions such as high-quality metal products alongside other items made of plastic materials, designed to improve lifestyle and public well-being.

To continue our sustainability focus, Medial has chosen photovoltaic systems to reduce greenhouse gas emissions and is constantly seeking green-oriented solutions.

### **About Generix**

Generix is a global SaaS company helping connect businesses together to turn each digital connection into digital value. It offers a leading portfolio of cloud solutions and services powered by AI to drive with confidence the most mission-critical digital business processes in supply chain, finance and commerce. It also provides end-to-end B2B integration and collaboration solutions so companies can fully operate across digital business networks. Nearly 900 Generix talents are dedicated to best serve over 5,000 customers across more than 60 countries. The company helps to process more than 17 billion messages, prepare more 600 million pallets, manage over 500 million invoices and more than 1 million transport operations per year. Generix believes in the immense growth potential of the networked economy in a sustainable world. More info: [www.generixgroup.com](http://www.generixgroup.com)

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