Warsaw, 11 April 2022

**Press release**

**Frisco.pl to move into 7R City Flex Gdańsk II**

**Frisco.pl store, the biggest pure player on the e-grocery market in Poland, has become a tenant of 7R City Flex Gdańsk II. The brand, which delivers its products to over 120,000 households, has leased over 3,500 sqm of certified warehouse and office space in Kowale. Colliers experts supported it in the negotiation process.**

In pandemic, one in five Poles has been convinced to do their grocery shopping online, a CBRE study shows. Customers value the freshness of the delivered products as well as the rapid order processing. According to [Gemius](https://www.gemius.pl/wszystkie-artykuly-aktualnosci/raport-e-commerce-w-polsce-2021.html)’ data, delivery within 12 hours encourages 85% of respondents to buy online more often.

The Frisco.pl store, which has been operating on the Warsaw market since 2006, offers a wide range of food and household chemical items. To shorten the supply chain to its maximum and ensure rapid delivery, Frisco.pl relies on last-mile logistics warehouses. It has chosen 7R City Flex Gdańsk II as its next location and will occupy 3 245 sqm of warehouse space and 350 sqm of office space.

*"At Frisco.pl, we have been taking care of our customers for 15 years by providing them with reliable one-stop shopping for the home. In our offer, customers will find a wide range of fresh products of the highest quality, organic and vegan products, as well as a range of drugstore products. Purchases are delivered to your door at a time of your choosing. We are very happy that after years of improving the service, we can finally offer online shopping to the residents of the Tri-City,"* says **Grzegorz Bielecki**, Director of Operations at Frisco.pl.

**Time and location count**

One-hour delivery and same-day delivery require a more extensive network of warehouses located within metropolitan areas. One such facility is 7R City Flex Gdańsk II, located next to the Tri-City Ring Road and only a short distance from the centers of Gdańsk and Gdynia. The investment was adjusted to Frisco.pl's needs in terms of both food storage and logistic operations.

*"Food storage requires adherence to strict thermal conditions. The priority is to maintain freshness and minimize losses. This is crucial for the entire FMCG industry, as well as for combatting the climate crisis. Research shows that almost five million tons of food are wasted in Poland every year. However, less than one percent is lost during transport and storage. This is the result of factors such as the use of appropriate technologies. In order to support the logistics of Frisco.pl food products, a freezer and cold store, as well as a special unloading ramp, have been installed in the warehouse section of the facility,"* says **Maciej Krawiecki**, Head of Leasing at 7R.

The building was also constructed according to 7R’s ecological standards, meaning that 7R City Flex Gdańsk II has a number of energy-efficient solutions and has received BREEAM certification. The developer has used LED technology for lighting in the investment and designed unloading zones which will receive a great deal of natural light. The project also includes destratifiers, which warm the air close to the ceiling and is then circulated to lower parts of the building. According to 7R's calculations, using green solutions in a 20,000 sq m warehouse facility can reduce energy consumption by up to 50%.

*"New consumer habits, developed over the last two years, have made it even more important for companies to focus on customer experience. Therefore, warehouses located in urban agglomerations, are becoming increasingly popular as they make it possible to increase the efficiency of last-mile deliveries. City Flex Gdańsk II is characterized by a great location and high standards, factors which are essential in the operations of companies such as Frisco.pl,"* says **Marzena Taube**, Leasing Director at 7R.

7R City Flex Gdańsk II is a facility with a total lease area of 11 000 sqm. Available space can be arranged and adapted not only for typical warehouse space, but also for light production and services.

**About 7R**

7R is a dynamically growing developer operating on the commercial real estate market specializing in delivering A-class logistics space for rent. The company provides warehouse and industrial facilities for many businesses as well as BTS projects. Its portfolio includes both large-scale logistics parks and Small Business Unit urban warehouses uniquely branded 7R City Flex. So far 7R has finalized investments totalling 1,5 mln sqm and currently has more than 4 million sqm in the pipeline in different locations around Poland. The company is committed to ESG activities, and acting responsibly in its interaction with the environment, local communities, and corporate governance.

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