

Press release

Milestone on the path to the software-defined factory

SEW-EURODRIVE and SAFELOG enter into a strategic partnership

Bruchsal/Markt Schwaben, March 25, 2026 – SEW-EURODRIVE and SAFELOG announced a strategic partnership at the LogiMAT trade fair to jointly develop and establish a high-performance software system for controlling mobile and stationary processes in intralogistics. The collaboration combines the software expertise of SAFELOG, a specialist in software for controlling intralogistics processes, with the drive and automation expertise of SEW-EURODRIVE.

As part of the collaboration, SAFELOG will serve as the software provider and will further develop its existing system in a targeted manner to meet specific requirements. SEW-EURODRIVE will continue to focus on the development of mobile and, now, stationary robots, as well as other automation solutions that can be integrated into the software system in a modular and highly productive manner. In the future, SEW-EURODRIVE will be able to market this as a standalone product, as a bundle with drive technology, or as an integrated solution. Under the MAXOLUTION brand, the Bruchsal-based family-owned company will also implement complete projects as a system integrator.

“The goal of this partnership is to establish a software system on the market that sets new standards in the control of intralogistics processes – one that is flexible, scalable, and consistently tailored to user requirements”, emphasizes Dr. Hans Krattenmacher, Managing Director of Corporate Innovation Mechatronics at SEW-EURODRIVE. This allows both partners to focus on their strengths and benefit from a forward-looking, collaborative approach. Michael Wolter, owner and Managing Director of SAFELOG, is also convinced of the added value of the collaboration: “We are combining our strengths to develop a state-of-the-art software system for the automation of the future. This allows us to offer customers perfect solutions today for goods-to-person applications as well as for classic logistics processes – with powerful mobile and stationary robotics.”

The solution is intended not only for use by customers but also, step by step, in SEW-EURODRIVE’s own plants to demonstrate its potential in real-world operation. “With this collaboration, we are taking a decisive step together toward a software-defined factory based on powerful mobile and stationary robots and powered by SEW-EURODRIVE’s MOVI-C automation module, regardless of the application”, adds Dr. Hans Krattenmacher.

About SEW-EURODRIVE

Founded in 1931, SEW-EURODRIVE GmbH & Co KG is a family business headquartered in Bruchsal, near Karlsruhe, in the Baden-Württemberg region of Germany. Today, SEW-EURODRIVE is one of the world’s leading specialists in drive and automation technology, with

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approximately 22 700 employees, 18 production plants, and 92 Drive Technology Centers in 57 countries.

As a market leader in its field, SEW-EURODRIVE keeps applications, processes, systems, and machinery moving in countless sectors – from airport logistics to industrial processes. With around 850 employees working in research and development, the company is making an innovative contribution to shaping the future of drive technology.

Proximity to customers is one of SEW-EURODRIVE's top priorities. An extensive sales and service network provides professional advice on site and ensures the rapid availability of spare parts and repairs – anywhere in the world. Alongside its headquarters and production facilities in Bruchsal and its plant in Graben-Neudorf, the company operates 30 other sites across Germany.

About SAFELOG

SAFELOG GmbH, headquartered in Markt Schwaben near Munich, was founded in 1996 as a company specializing in the maintenance of test benches for the automotive industry. The company was granted its first patent in the field of intralogistics for item-removal monitoring in order-picking systems, which was successfully marketed. As a result, SAFELOG shifted its focus to the development and intelligent integration of innovative logistics systems. These efficient technologies always prioritize the optimal customer process. SAFELOG systems are used by leading companies in the automotive, mechanical engineering, and retail sectors, both in production environments and in distribution. Furthermore, SAFELOG solutions enjoy an excellent reputation in cross-industry areas of order picking and fulfillment. All systems are planned and implemented on a customer-specific basis using modular hardware and software components. In addition to its headquarters and production facility in Markt Schwaben, SAFELOG maintains branches in the Stuttgart and Bremen areas, as well as in Budapest, Hungary, and several project sites in the United States. The company currently employs 267 people and reported revenue of approximately 43 million euros in 2024.