



## Paxon in action: Active Ants and Staci deploy an automated e-commerce platform in Lyon

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Paxon's operational model is taking shape. By combining Active Ants' e-commerce expertise with Staci's strong local logistics footprint, the two Bnode entities transformed, in less than eight months, a logistics site in Lyon (more precisely in Pusignan) into an automated e-commerce platform for JDE Peet's coffee brands, including L'Or and Tassimo. The project illustrates what Paxon stands for: entities working and acting together to serve their customers.

An integrated operating model

Active Ants and Staci are two complementary entities within Bnode : one brings automated e-commerce fulfillment technology and processes, while the other provides a deeply rooted omnichannel logistics network in France. Together, they offer an integrated end-to-end solution capable of meeting the highest e-commerce standards.

This collaborative model was tested for the first time on a large scale in Lyon through the deployment of a complete e-commerce solution for JDE Peet's (the international group behind brands such as L'Or and Tassimo), already a partner of Active Ants in Belgium, the Netherlands and the United Kingdom.

A full transformation completed in just a few months

Lyon was a natural choice: the Staci platform

is located very close to the client's production site in Saint-Étienne, helping optimize logistics flows and processing times.

The project was officially launched in 2025. To accommodate this new activity, the site was fully reorganized. Customers historically operating from the platform were progressively transferred to other Staci locations between September and November 2025, without any disruption to operations.

Between December 2025 and January 2026, the site underwent a complete transformation:

- installation of new racking;
- integration of conveyor systems;
- adaptation of electrical infrastructure;
- deployment of Active Ants' operational system;
- implementation of automated equipment dedicated to e-commerce operations.



The site is also equipped with an automated packaging solution enabling customised box printing and right-sizing to minimise wasted space.

The platform went live on February 1, 2026, followed by a gradual ramp-up during spring. Today, the site processes several hundred thousand e-commerce orders per year, with peaks exceeding 3,000 orders per day.

The project also resulted in a significant expansion of the local workforce: the number of employees on site doubled, growing from around 20 to 50 employees to support the development of this e-commerce activity.

Two cultures, one shared objective

The real driver behind this success is people. A completely new project team, bringing together French logistics experts from Staci and e-commerce specialists from Active Ants, had to rapidly align different working methods without any shared history. Coordination emerged naturally, driven by a common conviction: acting together, as one group, in the service of customer excellence.

« This project demonstrates that we can rapidly deploy a high-performance automated e-commerce model by combining Active Ants' fulfillment expertise with Staci's omnichannel logistics flexibility. It also reflects what Paxon stands for: complementary strengths brought together under one name to offer customers an integrated, flexible and scalable logistics solution that supports their business. »

— Rainer Kiefer, CEO 3PL Europe & Staci Americas

« We were already supporting JDE Peet's across several European markets. This new operation in France allows us to extend this collaboration into a strategic market, with a solution tailored to the requirements of both e-commerce and the local supply chain. »

— Jean-François Pagnoux, CEO Staci France

Active Ants and Staci (alongside Radial and Base Logistics) will soon be united under the Paxon brand within the Bnode group, further strengthening their global logistics offering.

Source: [bnode](#)