

Digital rack management: BOX ID and Gestellpool Europe announce partnership

GESAid provides a scalable solution for the digital management and control of transport racks in the glass and window industry.



Field test at the HoffmannGlas factory: Representatives from BOX ID, Gestellpool Europe and HoffmannGlas test GESAid in day-to-day rack operations. From left: Ralf Kolb (Senior Sales Manager BOX ID), Frank Hoffmann (Dispatch Manager HoffmannGlas), Patrick Müller (Project Manager Gestellpool Europe) and Matthias Piekarczyk (CSO BOX ID).

Garching near Munich, September 15, 2026. BOX ID Systems GmbH and Gestellpool Europe are combining their expertise in digital rack management for the glass and window industry. With GESAid, the two companies combine cost-efficient trackers, an industry-wide network and a cloud-based software platform to create a comprehensive rack management solution. The partnership aims to provide transparency into the locations, inventories and availability of transport racks throughout their entire circulation and to enable targeted control of return processes.

Digital transparency beyond the factory gate

Many companies in the glass and window industry lose visibility of their load carriers as soon as they leave their premises. Missing location and movement data results in long dwell times, extensive coordination efforts and limited predictability of inventories and availability. GESAid creates a reliable data foundation that enables companies to digitally manage their transport racks and use information across company, location and system boundaries.

GESAid connects rack tracking, network and software

The jointly developed solution connects digitally connected racks with stationary and mobile detection points, apps, software and participating companies. Every additional participant and receiving point increases network coverage and the density of available information. Individual tracking signals are transformed into actionable information for operational rack management and the cross-company control of rack circulation.

Cost-efficient tracking for large rack fleets

A key factor for large rack fleets is economic viability. The acquisition costs of the newly developed solution currently amount to around one third of those of comparable systems. This makes large-scale rollouts more accessible for glass processors and window manufacturers and enables the scalable deployment of tracking technology across extensive rack fleets.

Greater visibility helps glass processors and window manufacturers assess inventories and availability more reliably, organize returns more effectively and shorten cycle times. Shorter dwell times can demonstrably reduce the total number of racks required and significantly lower coordination efforts in day-to-day operations.

“Gestellpool Europe contributes its network and industry expertise to our partnership, while BOX ID provides digital transparency. Together, we enable companies in the glass and window industry to plan and control the circulation of their transport racks, as well as their respective inventories and availability, even more efficiently,” says Matthias Piekarczyk, CSO of BOX ID.

Pilot project at HoffmannGlas tests GESAid under real-world conditions

GESAid is currently being tested in day-to-day operations at HoffmannGlas, a company of the Semco Group and a member of Gestellpool Europe. The pilot focuses on receiver coverage, data quality and practical use throughout the logistics chain. Findings from the pilot project will feed directly into the further development of GESAid.

For Semcoglas, the partnership combines two already established approaches: the Gestellpool system and BOX ID technology installed on the transport racks in use. The joint project therefore provides a practical framework for aligning technology, network infrastructure and operational rack management.

“The new cooperation and further development within the framework of a joint project provide us with ideal conditions for achieving excellent results and more efficient rack management,” says Alexander Akgül, Technical Managing Director of Semcoglas.

Partnership strengthens the network for glass logistics

Gestellpool Europe contributes its industry network, built up over many years, as well as its established rack management processes to the partnership. BOX ID adds the technological foundation for asset tracking, data analytics and the digital control of load carrier fleets. As network coverage increases, the value for all participants grows because racks can be detected at more points throughout their circulation and the density of available information increases.

“Our network has grown over many years. Together with BOX ID, we are now taking it to the next level. In doing so, we are creating a new level of transparency regarding the whereabouts of transport racks used by both glass processors and window manufacturers,” says Felix Spangenberg, Managing Director of Gestellpool Europe.

The partnership aims to make digital rack management more widely available throughout the glass and window industry. Companies gain a reliable foundation for creating transparency into the locations, movements, inventories and availability of their transport racks. This enables data-driven planning of rack circulation, prioritization of return processes and faster operational decision-making.

More information: For a personal consultation on GESAid, please contact the Gestellpool Europe team via the details provided on the website: [GESAid - Gestell-Pool](#)

BOX ID combines digital identification, cutting-edge IoT and an API-enabled SaaS platform. This creates reliable process data as the foundation for Process Intelligence, AI-based analytics and scalable logistics solutions. More than 300,000 connected assets and locations demonstrate BOX ID's international and cross-industry rollout capabilities.

Gestellpool Europe combines many years of experience in digital rack management with a comprehensive software ecosystem, personal customer service and a strong industry network. This creates practical solutions that support companies through greater transparency and more efficient processes, allowing them to focus on what matters most: their core business.