



Frank Bauer, COO of Lufthansa Cargo, presents the Lufthansa Cargo Innovation Award to Saskia Reuter, CEO and Founder of aluco.

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## **aluco wins the Lufthansa Cargo Innovation Award 2025**

The Königsbrunn-based technology company aluco GmbH has been awarded the Lufthansa Cargo Innovation Award 2025. The jury was convinced by aluco's modular software solution aluco STRIX, which revolutionizes logistics processes through precise freight measurement, automated dispatching, and intelligent data cleansing. The Innovation Pitch was jointly organized by Lufthansa Cargo and the start-up accelerator Haus61.com as part of this year's Air Cargo Conference 2025.

The award was presented by Frank Bauer, Chief Operating Officer of Lufthansa Cargo and member of the award jury. "With the Lufthansa Cargo

Innovation Award, we specifically recognize solutions that have the potential to sustainably transform our industry. aluco has impressively demonstrated how digitalization and intelligent data processing can directly contribute to greater efficiency in logistics. As a company that strongly embraces innovation, we are especially pleased to see young companies like aluco setting new standards with rapidly evolving technology and practical implementation. We look forward to exploring opportunities for collaboration with the aluco team.”

Around 30 logistics start-ups applied to participate in the Innovation Pitch. Eight were selected as finalists and presented their ideas live at the Air Cargo Conference – in front of a distinguished jury and an expert audience from the industry. aluco stood out in this competitive field with a clear focus on efficiency, scalability, and practical applicability.

Saskia Reuter, CEO and founder of aluco, expressed her excitement about the award: “The Innovation Award is a great recognition and validation of our vision. We firmly believe that technological innovations like aluco STRIX can drive real change in logistics – toward greater efficiency, sustainability, and data intelligence. The award gives us the opportunity to present our solution to a broad professional audience and to actively shape the future of the industry together with other thought leaders.”

aluco’s freight measurement software enables precise real-time capture of packages and automatically calculates their dimensions – length, width, height, and volume. These accurate data form the basis for reliable shipment documentation and correct tariff classification. The system also offers additional features such as hazardous goods detection, image documentation, and load carrier recognition. It is complemented by an automated dispatching module, which efficiently plans daily local and long-distance transport routes while taking individual customer requirements into account. Another core module is the data cleansing tool, which ensures a clean and structured data foundation prior to planning. This eliminates sources of error, improves planning quality, and enables intelligent, AI-supported decision-making. With this modular approach, aluco offers a powerful, practical solution for the digital transformation of logistics processes.

By winning the Innovation Award, aluco underscores its role as a driver of digital transformation in air cargo and logistics – and sends a strong signal for the relevance of AI-powered efficiency in an increasingly complex

industry.

## About aluco

aluco GmbH is an innovative software company based in Königsbrunn, specializing in making logistics processes simpler, more efficient, and future-proof. With its proprietary aluco STRIX system, the company offers a modular platform comprising three core solutions: STRIX pRofile for intelligent freight measurement including hazardous goods detection, warning label recognition, load carrier identification, and seamless documentation. STRIX matrIX for lightning-fast, automated dispatching. STRIX maSTer for comprehensive data cleansing as a precise foundation for AI deployment. By combining innovative technology, practical development, and a clear focus on efficiency, aluco helps logistics companies optimize their processes, reduce costs, relieve employees, and improve job satisfaction. The goal is to sustainably transform the logistics industry and strengthen companies' competitiveness.

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## Lufthansa Cargo

Lufthansa Cargo is one of the world's leading cargo airlines and part of the Lufthansa Group, Europe's largest airline group. Through its five cargo hubs in Frankfurt, Munich, Brussels, Vienna and Rome, the airfreight specialist transports an average of 2,500 tons of freight per day. This is based on a strong and reliable airport-to-airport network that covers some 350 destinations in more than 100 countries. Lufthansa Cargo markets the cargo capacities of the passenger aircraft of Lufthansa Airlines, Austrian Airlines, Brussels Airlines, Discover Airlines, ITA Airways and SunExpress, as well as its own freighter fleet of 18 Boeing 777F and four Airbus A321F. In addition, some 300 trucks operate daily under a Lufthansa Cargo flight number. Together with its subsidiaries, Lufthansa Cargo offers customized, fast and efficient logistics solutions along the entire supply chain. In this way, the company fulfills its mission "Enabling Global Business" and connects markets and trading partners worldwide. Innovative technologies and investments in sustainability play a central role. In addition to a modern fleet and the use of sustainable aviation fuel (SAF), the focus is on continuous optimization of flight operations. In 2024, the company generated revenues of 3.26 billion



euros and a transport performance of 8.5 billion freight tonne-kilometers. It currently employs approximately 4,200 people worldwide.

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