

Computer vision experts Prime Vision boost efficiency at DHL's innovative new sorting hub

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Computer vision and AI solutions are improving efficiency and accuracy in sorting processes across the world. DHL's new sorting facility in Coventry has made the most of this cutting-edge technology with Prime Vision's high performance OCR solutions for sorting and fulfilment.

Sorting is now underway at DHL's state-of-the-art Coventry hub, allowing more UK businesses to respond to domestic and international eCommerce growth. The new facility features Address Vision, the revolutionary OCR technology from Prime Vision alongside automated sorting equipment to maximise accuracy and efficiency.

Intelligent solutions like Prime Vision's Address Vision and Smart Coding are vital as demand across the sorting and fulfilment landscape shifts. Predictions suggest that European eCommerce will grow by 45% by 2029, with online sales leading the way. In response, DHL's 25,000 m² facility - located south of Coventry Airport - will increase capacity and set the industry standard for parcel automation.

DHL identified Prime Vision as their ideal solutions provider following shared success during an earlier project and Prime Vision's strong relationships with equipment providers. The two companies' shared ambitions for technological growth and outstanding customer service in the sorting and fulfilment industry make them ideal partners.

Prime Vision provides industry-leading digital solutions for the full range of sorting requirements. Their smart coding systems improve sorting speed and accuracy while computer vision stops errors that operators might miss. For the new Coventry hub, Prime Vision delivered precision OCR software and video coding tools in a

workflow management layer that integrates with existing sortation machines and cameras.

Pioneering digital solutions

The initial scope of the project involved replicating the setup from an existing hub in a new location. As the project developed, DHL identified an opportunity to implement technical enhancements using Prime Vision's technology that would lay the groundwork for a more robust, scalable model.

The updated, collaborative solution combined Smart Coding [CH1.1] with vision systems to improve efficiency through a workflow manager. Prime Vision worked closely with DHL and hardware suppliers to create an efficient system that would be capable of evolving with the changing fulfilment landscape.

Tailored for mail and parcel sorting environments, Address Vision is a sophisticated software design that uses OCR to achieve impressive read rates. It automates parcel reading and processing to improve accuracy and interprets handwritten and machine-printed addresses through a multiple angle camera tunnel. Where the system needs manual support, Smart Coding systems allow experienced operators to route challenging items much faster than would otherwise be possible.

Smart Coding sits at the heart of the sorting process, removing the need for local software. This means users can be based anywhere in the world without compromising on speed or quality. At the same time, removing solution-specific hardware has allowed greater control over network devices in an important step towards compliance with the new cybersecurity regulations in Europe.

“Working in partnership to develop a bespoke system has been important from the start.” According to James Schlechter, who was Account Director at Prime Vision at the time: “Together, we identified key areas for shared growth, enabling us to work collaboratively towards ambitious goals for the new hub and future projects.”

The future of sorting and recognition

If the future of post, linked to eCommerce, is increased demand, then other, more traditional post is less certain, having decreased in recent years as digital technology has removed many traditional drivers. This means that large fulfilment and delivery hubs must be flexible in their approach to keep pace with changing consumer demand.

Prime Vision works closely with its customers to co-create new bespoke solutions, and the DHL eCommerce UK, Coventry Hub is a great example of this collaboration. Building on learnings from an earlier project in Ryton, the project showcases the very best in optical recognition technology for sorting environments. The system is flexible enough that it could integrate with other existing hubs or new facilities and lays the groundwork for collaboration across future projects involving load utilisation and high value item tracking.

James concludes: “The Prime Vision OCR and workflow management software allows our customers to achieve their ambitions as they navigate the shifting demands of eCommerce. Our systems help them thrive in the digital marketplace. Prime Vision technology helps our customers provide best-in-class service delivery and security.”

Collaboration is the future for the fulfilment and delivery industry. In a volatile marketplace and shifting regulatory landscape, companies will need to adapt to meet customer expectations. This project’s groundbreaking shared vision looks set to exceed those expectations.

More from Prime Vision: <https://primevision.com/computer-vision-experts-prime-vision-boost-efficiency-at-dhls-innovative-new-sorting-hub/>

Image captions:



Image 1: Sorting is now underway at DHL's 25,000 m² state-of-the-art hub in Coventry.

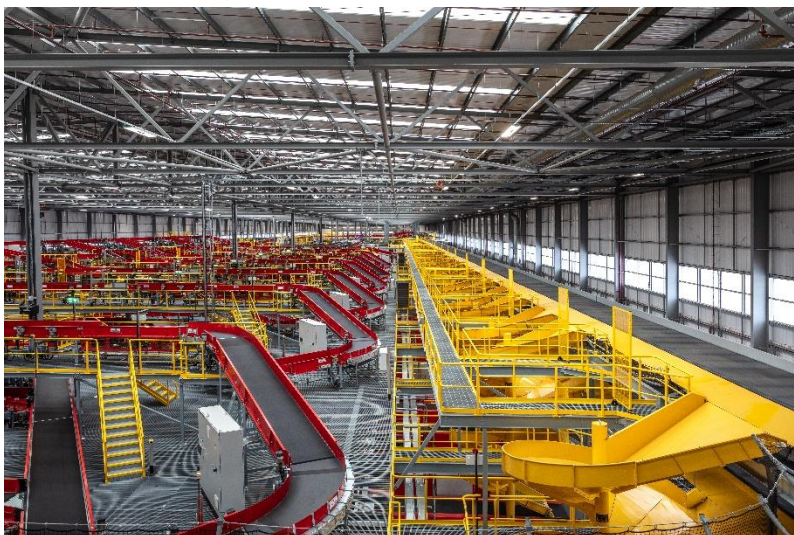


Image 2: The new facility features Address Vision - Prime Vision's cutting-edge optical character recognition software - alongside automated sorting equipment to maximise accuracy and efficiency.



Image 3: Fulfilment centres like DHL's new hub rely on smart technology to keep operations moving as European eCommerce is set to grow by 45% by 2029.

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About Prime Vision

Prime Vision is a global leader in computer vision integration and robotics for logistics and e-commerce. As an award-winning company, Prime Vision designs and integrates solutions using the latest recognition, identification, and robotics techniques to optimize the automation of sorting processes.

Headquartered in Delft, The Netherlands, more than 170 experts provide comprehensive market and domain knowledge to digital companies around the world.

For more information, visit <https://primevision.com/>

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