

Product Overview

Product Overview

What is Plock?

Plock is an **AI-native cloud Warehouse Management System (WMS)** built from the ground up for Swedish SMBs. Unlike traditional WMS products that bolt AI on as an afterthought, Plock treats machine learning and natural language interfaces as fundamental product primitives.

Tagline: *Smartare lagerhantering.* (Smarter warehouse management.)

A warehouse manager should be able to ask how many units of SKU-1234 do we have in Swedish and get a real answer with context, trends, and a reorder recommendation in under 3 seconds. No training required. No Excel. No consultants.

Brand

Element	Value
Primary colour	#1B4D3E — Deep Forest Green
Secondary colour	#2E7D5B — Medium Green
Accent colour	#F5A623 — Warm Amber (action, alerts)
Surface	#F7FAF8 — Light Mint
Text Dark	#1A2B23
Heading font	Inter
Body font	Inter
Mono font	JetBrains Mono
Icons	Lucide React
Grid	8px spacing system

Domain: plock.se / plock.ai (TBD — availability check pending)

Target Market

Primary — Swedish E-Commerce Companies

- **Size:** 1-25 warehouse workers
- **Order volume:** 500-10,000 orders/month
- **Accounting:** Fortnox (primary), Visma (secondary)
- **Pain:** Outgrown Fortnox Lager, cannot afford Ongoing WMS
- **Key jobs:** Receive goods, store by bin location, pick orders, pack, ship

Secondary — Small 3PLs in Sweden

- **Size:** 1-15 warehouse workers, 2-15 clients
- **Pain:** Need client isolation, per-client billing, multi-tenant inventory

Tertiary — Swedish Wholesalers and Distributors

- **Size:** 5-25 warehouse workers
- **Pain:** High SKU count, complex inbound (POs), reorder management

Market Context

Metric	Value
Global WMS market (2025)	4.57 billion USD
Global WMS market (2030)	10.04 billion USD
CAGR	17.1%
Swedish e-commerce companies	18,428
Fortnox customers	598,000+
Swedish e-commerce market	14.8B USD (2025), +5.7% annually
Nordic 3PL market	7.22B USD (2024) to 9.34B USD (2030)

Geographic rollout: Sweden first then Nordic expansion (NO, DK, FI)

Updated 2026-05-31 20:04:47 UTC by John