

## **Logwin extends fashion logistics for Americana**

**Grevenmacher (Luxembourg)** – The logistics service provider Logwin and the fashion supplier Americana (Manchester/United Kingdom) have increased their collaboration. The warehouse capacities have been tripled and an expansion of services provided is planned.

Logwin operates a 9,000 m<sup>2</sup> warehouse at its Nuremberg site for the products of the fashion label Bench, for which Americana has the exclusive distribution rights. The fashion customer put the logistics for the important European markets of Germany, Austria, Switzerland and Benelux out to tender last year, and Logwin was awarded the contract for warehouse management and organization of the supply chain at the end of 2008.

### **International supply chain for street wear and sports fashion**

At the beginning of the cooperation, the storage for the fashion articles was 3,000 m<sup>2</sup>. However, the success of sales in Europe was so great that Logwin commissioned the 9,000 m<sup>2</sup> warehouse for Americana just two months later. As a specialist in fashion logistics, Logwin in Nuremberg performs a number of value added services for the Bench label, a young street wear and sports collection. Logwin also performs additional labelling, repackaging, price ticketing and security tagging for large chains of retail sports stores or Internet shops.

Logwin currently delivers the articles from Nuremberg to retailers, retail chains and Bench stores throughout Germany, Austria, Switzerland, Belgium and the Netherlands. In the next step it is planned to expand international distribution. From 2010 Logwin will also be supplying the countries of Southern Europe and Scandinavia with fashion articles. "The warehouse in Nuremberg is increasingly assuming the function of a central distribution center for mainland Europe", comments Damion Laycock, Logistics Director at Americana. The collection of articles ranges from jackets, jeans, T-shirts and shoes to handbags and other accessories. Depending on the size of the product range and delivery status, the fashion articles are stored here on pallets, in baskets, in boxes or on shelving systems.

**Full service around the world**

Logwin does not just perform warehouse management for the fashion supplier at its Nuremberg location but also provides logistics services along the entire supply chain. For example, the company manages projects in the area of global procurement: Logwin takes over loaded containers overseas, prepares shipping documents and organizes sea freight transport including customs clearance. After arrival, for example in the port of Hamburg, the logistics specialist is responsible for transit documents and the onward transport of the container by rail or truck to Nuremberg. There, Logwin employees arrange for import customs clearance at the warehouse, unload the containers and sort the articles. They check that the shipment is complete on the basis of the packing list and the quantities scanned into the warehouse management system and confirm receipt of the goods. This data is transferred electronically directly to Americana's materials management system (MMS). Logwin's warehouse management system notifies Americana's MMS as soon as the articles reach their storage location.

Americana's picking orders are also transferred to Logwin electronically. The various articles in an order are put together with the aid of scanners, packed, provided with dispatch labels and brought to the shipment area. In this way Logwin distributes about 70 % of the contents of a container in the first wave of picking. The remaining quantity remains available for replenishment as never-out-of-stock (NOS) inventory. This means that each step, including handover to the final carrier – in most cases also Logwin – is documented and traceable in Americana's MMS.

**About Logwin AG**

As an external partner, Logwin AG, based in Grevenmacher (Luxembourg), develops a comprehensive range of logistics and service solutions for trade and industry. In 2008, the group generated sales of 2.0 billion euros and currently employs approximately 8.000 staff in 45 countries. Logwin operates in main markets worldwide and has over 400 locations across all continents. With its three business segments Solutions (customer-oriented contract logistics), Air + Ocean (global air and ocean freight forwarding activities) and Road + Rail (land and special transportation activities in Central, Western and Eastern Europe) Logwin AG is one of the market leaders. Logwin AG is listed on the Prime Standard of the Deutsche Börse.

The business segment Solutions stands for contract logistics within Logwin AG. Solutions offers individual customer- and industry-oriented solutions ranging from supply chain management, warehousing and logistical value-added services through to complete outsourcing projects. The business segment has a high level of competence in process management and the development of tailored IT solutions. The close ties with the business segments Air + Ocean and Road + Rail enable multi-modal transport solutions to be realized quickly and efficiently.

The majority shareholder is DELTON AG, Bad Homburg (Germany).

**Stephan Krajewski**

Manager Key Accounts Network Fashion  
at the Logwin in business segment Solutions  
Tel.: +49 6021 343 4116  
Fax: +49 6021 343 4119  
[stephan.krajewski@logwin-logistics.com](mailto:stephan.krajewski@logwin-logistics.com)