

## **Procurement, warehousing, dispatching- Logwin's logistics triathlon for Hervis Sports**

**Grevenmacher (Luxembourg)** - The logistics service provider Logwin has taken on services in the areas of warehousing and freight management for the Austrian sporting goods speciality chain store Hervis Sport- und Modegesellschaft m.b.H. Since the start of 2010 Logwin is regularly supplying the more than 150 Hervis branches in Austria and Eastern Europe with sporting goods - to some extent using cross docking.

The logistics processes for Hervis's own brands and for those of other manufacturers are differently regulated. Logwin has been running a warehouse in Vienna for Hervis's own brands since the beginning of the year. Per year about 140,000 boxes with sports clothing, shoes and accessories are stored here in an area of 3,500 square metres. Logwin takes responsibility for store-specific order picking and dispatch to each individual location. "Own-brand goods run entirely through our central warehouse, third-party brands are handled with the additional aid of cross docking," explains Andreas Kerschner, Director Solutions Transport + Retail Networks International at Logwin.

### **Cross Docking - efficient and ecologically sensible**

In the past, delivery of third-party goods to Hervis stores was carried out by suppliers directly. Now, working with Logwin, Hervis has started to shift a number of its suppliers over to a cross docking system. Goods are pre-commissioned in cartons or on pallets; Logwin assigns them to individual stores and then combines the consignments with the regular deliveries of Hervis's own-brand goods. After this quick stopover they leave the warehouse and make their way out as national and international freight. The advantages of this cross-docking solution are that the number of deliveries is reduced through intelligent bundling - thus staff in the stores is relieved over the long term. At the same time the bundled transports lower both costs and carbon dioxide emissions. This is efficient and sensible for the company's ecological footprint. In future the aim is to bring more suppliers on board with the cross-docking system. "Since the project started with Hervis we have been constantly increasing our cross docking volumes," says Andreas Kerschner. "By the end of the year we'll be heading towards a figure of over 100,000 cartons."

Logwin manages the distribution of the sports clothing in Austria, Croatia, Romania, Slovenia, the Czech Republic and Hungary via its retail network. A delivery is made to each Hervis store once a week.

### **Bicycles included**

The second area that Logwin focuses on for Hervis is supplying bicycles, bicycles accessories and large equipment. These services were originally not part of the volume of orders. "When we were looking for a new logistics company for this part of our business at short notice, Logwin jumped right in," explains Markus

Augeneder, Director of Finance and Operations at Hervis Sport- und Modegesellschaft m.b.H. Logwin imports bicycles into Austria from across Europe or from the Far East via ocean freight. In a second warehouse the logistics service provider manages the storage and subsequent distribution of these sporting goods articles. Each week during the season several thousand bicycles, accessories and fitness equipment are shipped from here direct to Hervis stores in Austria and to the decentralised warehouse in the five Eastern European countries where Hervis operates. The countrywide deliveries of bicycles to the points of sale take place from there.

In 2008 Hervis conducted an audit of its logistics. Logwin rated well in the tender process as a specialist in textile logistics with significant expertise in trade logistics. "We can bring this know-how to the Hervis project - it's a clear win-win situation," says Andreas Kerschner. In close collaboration with Logwin Hervis is now continuing to further refine its existing logistics processes.

#### **Hervis Sports**

Hervis Sports is one of the largest specialised sporting goods retailers in Austria and in an additional five countries is either the market leader or among the top three. The range of gear offered in the specialist retail chain includes sporting goods, fitness equipment and bicycles, as well as the latest clothing, shoes and accessories. There are over 50,000 various products available at Hervis, including products bearing Hervis's own brand as well as articles of well-known brand-name manufacturers. Hervis currently operates more than 150 stores in Austria, Croatia, Slovenia, Romania, the Czech Republic and Hungary. With more than 2,500 staff the company achieved earnings of over 430 million euros in 2009. Hervis Sport- und Modegesellschaft m.b.H. is a 100 per cent subsidiary of SPAR Österreichische Warenhandels-AG.

For editorial offices please note:

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**About Logwin AG**

Logwin AG, Grevenmacher (Luxembourg), develops comprehensive logistics and service solutions as an external partner for industry and trade. In 2009, the group generated sales of 1.1 billion euros and currently employs approximately 5,500 staff. Logwin operates in all main markets worldwide and has locations across all continents. With its two business segments Solutions (customer-focused contract logistics solutions) and Air + Ocean (global air and sea freight activities), Logwin AG is one of the leaders in the market.

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 customized IT solutions. The close ties between the business segments enable multi-modal transport solutions to be implemented quickly and efficiently.

Logwin AG is listed in the Prime Standard of the Deutsche Börse. The majority shareholder is DELTON AG, Bad Homburg (Germany).

**Contact:****[www.logwin-logistics.com](http://www.logwin-logistics.com)****Mag. Andreas Kerschner**

Director Solutions Transport + Retail Networks International at Logwin

Phone: +43 1 86636-6200

[andreas.kerschner@logwin-logistics.com](mailto:andreas.kerschner@logwin-logistics.com)**Mara Hancker**

Director Corporate Communication Logwin AG

Phone: +352 719690-1353

[pr-info@logwin-logistics.com](mailto:pr-info@logwin-logistics.com)