

## Logwin expands distribution for the Süddeutsche Zeitung

**Grevenmacher (Luxembourg)** - The global logistics service provider Logwin has been distributing the Süddeutsche Zeitung to newspaper wholesale distributors, subscription suppliers and train station media outlets from the printing facilities in Ahrensburg (near Hamburg), Berlin-Spandau and Essen-Kettwig on behalf of Axel Springer Medien Logistik (ASML) for many years. Süddeutsche Zeitung Logistik GmbH has extended the contract and commissioned the logistics service provider Logwin via ASML to distribute the Süddeutsche Zeitung from its printing facility in Munich-Steinhausen.

Logwin drops off the Süddeutsche Zeitung to around 450 delivery points each day and deploys some 60 to 70 vehicles in parts of Baden-Württemberg, Hesse and Rhineland-Palatinate. The logistics specialist transports between 58,000 and 67,000 copies each day depending on the print-run volume. "We are delighted at the further show of confidence by our customer", says Wolfgang Rodig, Managing Director Transport & Retail Networks at the Logwin business segment Solutions, "since Munich-Steinhausen is also the largest printing facility for the Süddeutsche Zeitung. The fact that we are now assuming responsibility for the distribution of the SZ from Munich-Steinhausen is the result of our excellent performance at the other print sites."

Logwin offers the Süddeutscher Verlag individual solutions tailored to the needs of the different locations. The logistics specialist used a new IT solution to ensure the commencement of deliveries on the scheduled date for the logistics assignment in Munich, requiring only five days of programming time to develop a new converter for transmitting the dispatch data. In contrast to the printing facilities supported by Logwin so far, the print shop in Munich runs production on a different manufacturer's equipment, supplying data in a format that was previously incompatible.

### Print order direct from the press

Logwin takes over the printed newspapers in the print shop immediately after printing begins at 6:00 p.m. and delivers them to the consignees via its network at predetermined target times. Delivery of the Süddeutsche Zeitung is organized on the basis of printing facility machine control data. The logistics service provider receives up-to-date data each day by electronic transfer and converts them into a standardized XML (Extensible Markup Language) document. It is only then that the dispatch data can be used by Logwin for scheduling: the data already contains information on the edition and number of issues, consignee and delivery route to newspaper wholesale distributors, train station media outlets and subscription suppliers.

**About the Süddeutsche Zeitung**

The Süddeutsche Zeitung (SZ) is Germany's largest national subscription-based newspaper with an average circulation (Mon.-Sat.) of around 428,266 copies (IVW 4th quarter 2010). The national edition of the SZ is printed in four locations: Munich-Steinhausen, Berlin-Spandau, Essen-Kettwig and Hamburg-Ahrensburg. The Munich printing facility also produces a Bavarian and a Munich edition with 4 city and 7 regional editions.

The first edition of Süddeutsche Zeitung appeared on 6 October 1945, less than six months after the end of the WWII. The SZ is produced by the Süddeutscher Verlag, a publishing house owned by a Munich family and Südwestdeutsche Medien-Holding (SWMH). Süddeutscher Verlag is one of the largest media groups in Germany with operations in Germany and abroad encompassing more than 100 subsidiaries and employing around 3,500 staff. The focus of the publishing firm still lies in the newspaper business and the publication of specialist journals.

**About Logwin AG**

As an external partner, Logwin AG, Grevenmacher (Luxembourg), develops a comprehensive range of logistics and service solutions for trade and industry. 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 tailored 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).

**Your contact at Logwin:****[www.logwin-logistics.com](http://www.logwin-logistics.com)****Wolfgang Rodig**

Managing Director Transport & Retail Networks at Logwin business segment Solutions  
Phone: +49 6252 1262710  
[wolfgang.rodig@logwin-logistics.com](mailto:wolfgang.rodig@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)