

## Textile logistics: Logwin and Americana prolong collaboration

**Grevenmacher (Luxembourg)** - Fashion supplier Americana prolonged its contract with the global logistics service provider Logwin ahead of time in February 2011 until mid-2015. Since the cooperation started three years ago Logwin has increased the warehouse space dedicated to the Fashion customer five-fold and started deliveries to additional European countries.

The company Americana, based in Manchester, is the exclusive marketing partner for the Bench fashion label. Logwin has been organising warehousing for the fashion products at its site in Nuremberg since the end of 2008. The logistics service specialist also provides a large number of value-added services and subsequent distribution. Logwin started with 3,500 m<sup>2</sup> for Americana textiles and accessories and this has now grown to an area of 18,000 m<sup>2</sup>. "Logwin has successfully provided support for our growth since 2008, and together we have significantly expanded our network in Europe," says Damion Laycock, Logistics Director at Americana. "We intend continuing the excellent collaboration because we believe that you should 'never change a winning team'."

### Store deliveries from Germany to Cyprus

The increase in warehousing space is due to growing international demand. At the beginning, Logwin supplied retailers, retail chains and Bench stores throughout Germany, Austria, Switzerland, Belgium and the Netherlands from Nuremberg. Scandinavia, Russia, Poland, Czech Republic, Croatia, Serbia, Italy, Greece, Cyprus, France, Spain and Portugal were added in January 2010.

This year Americana expects several million articles of Bench brand clothing and accessories to be distributed for sale via the logistics center in Nuremberg - the Logwin warehouse has developed into a central point of distribution for continental Europe. A 100-meter long packaging line with 20 packing tables stands ready to prepare goods for dispatch. At peak periods up to 100 temporary staff work here in addition to the 30 permanent employees. They pick, pack and ship around 50,000 articles every day. "We are expecting a freight volume of around one million euros for 2011. Together with sales in warehouse logistics, this will result in a total volume of around five million euros," says Stephan Krajewski, Manager Sales and Key Account Management at the Logwin business segment Solutions. Logwin transports about half of the goods leaving the warehouse in Nuremberg via its own retail network direct to the point of sale at the retailers, chain stores and Bench shops.

**Constant companion**

Logwin provides logistics services for Americana along the complete supply chain. The value-added services at the Nuremberg logistics site include labelling, repacking, price-ticketing and security tagging. In the area of procurement logistics, Logwin organizes the transport of containers, including customs clearance, from Asia to the Port of Hamburg and onwards to Nuremberg. This is where Logwin staff arrange import customs processing, unload the containers, place goods in interim storage or prepare them for onward shipment. The logistics specialist documents each service step electronically so that Americana can reproduce the entire chain in its materials management system.

**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 2010, the group generated sales of 1.4 billion euros and currently employs over 5,600 staff. Logwin operates in all main markets worldwide and has approximately 250 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 offers 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).

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