

Logwin managing web shop for Apollo-Optik

Grevenmacher (Luxembourg) - The internationally operating logistics company Logwin has been managing the web shop for its customer Apollo-Optik since 1 September. The optician's approximately 4,000 employees use the portal, developed by Logwin, to order work clothing. The logistics specialist delivers slacks, skirts, and blouses, for example, to more than 750 branches of Apollo-Optik all across Germany.

The various pieces of clothing and accessories are warehoused on about 500 square meters of space in Logwin's Nuremburg location. "Recently we considerably expanded the assortment of goods," explains Norbert Dronsz, Personnel Director at Apollo-Optik. Employees can now also order skirts and slacks among other items instead of just ties, scarves, and handkerchiefs as well as shirts or blouses. The system also allows for handling of special sizes and made-to-measure orders. "Order processing through the web shop saves our company a huge amount of work," says Werner Böhm, Director of Central Logistics. Commissioning and shipping were previously managed by Apollo-Optik's logistics centre in Schwabach, Germany.

Automatic data transmission

The system automatically transmits incoming orders to a logistics programme. Logwin employees commission the deliveries and pack the clothing in fashion bags with a customer specific design. Blouses, vests, or shirts leave the Logwin warehouse in Nuremburg every day. The demand was especially large immediately after the web shop went live: in September the logistics company delivered almost 29,000 pieces through its retail network. "Right now about 2,000 pieces per week are dispatched to the branches" says Hans-Jörg Kramer, Branch Manager for Logwin in Nuremburg.

Every employee can order her or his clothing free of charge within a certain contingent. An additional payment is due if the order goes above and beyond this. "The system automatically transfers the corresponding data to Apollo-Optik's accounting department," explains Hans-Jörg Kramer.

Inspect, process, sort

Clothes that do not fit or are damaged are sent back to the Logwin warehouse by the branches and they report the returns in the web shop. Logwin employees inspect the returned goods in the warehouse for

completeness, prepare them to be sent out again, and place them back into the stock - both physically and virtually. Damaged goods are sorted out and sent back to the manufacturer.

About Apollo-Optik

Apollo-Optik is the optician chain with the most branches in Germany. The company, headquartered in Schwabach in Bavaria was founded in 1972 and today runs more than 750 branches all over Germany. Since 1998 Apollo-Optik belongs to one of the world's largest optician companies, the GrandVision Group. GrandVision has branches in more than forty countries around the world and has been expanding at a steady pace.

www.apollo.de

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 approximately 5,900 staff. Logwin operates in all main markets worldwide and has over 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 Logwin business segment Air + Ocean is represented at over 200 locations, of which 115 are wholly-owned, on all five continents. Around 2,000 employees provide air and sea freight transport as well as specially tailored and complex logistics solutions. The focus of our international engagement is in Europe, Asia, Australia, South America and Africa. The global network is reinforced by partnerships and cooperation agreements, which include membership of the sea freight cooperation Group 99 and the air freight cooperation FUTURE.

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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