PRESS RELEASE

# Innovation and sustainability are key drivers at Bleckmann that placed the company among the Top-10 of leading LSP 2020 in The Netherlands

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**Bleckmann Fashion & Lifestyle Logistics has been recognized among the Top-10 of the 100 leading Dutch logistics service providers in 2020. The position of Bleckmann is remarkable, as the Top-10 mainly consists of generalist companies while Bleckmann serves clients in the Fashion and Lifestyle industry. As a specialist in for these market segments Bleckmann has a strong focus on sustainability and innovation, something which has clearly been appreciated by the experts who compile the ranking.**

In just 2 years Bleckmann has climbed from 22nd to 10th in the ranking. The company is an expert in omni-channel logistics with particular focus and strength in e-fulfilment. Bleckmann’s knowledge and expertise provide a great support for the clients that aim to make a transition from retailing to e-tailing and further to a total market approach. The focus on offering e-fulfilment activities does pay off in solid revenue growth and in winning the tender processes of leading retailers such as Gymshark, Patagonia, Chiquelle and Osaka.

**From sustainability to innovation**

While the experts that compile the ranking emphasised sustainability in 2019, in 2020 the focus is on both sustainability and innovation. According to the experts innovation is a key element for future growth for a modern LSP. Innovation also plays a major role in surviving in difficult times such as during the Covid-19 pandemic. Innovation within the LSP organization should be embraced in the deployment of labour, smart warehousing/transport, use of digital platforms and total supply chain management.

**Reducing** **CO2-emissions – Zero Waste goal**

Within Bleckmann innovation goes hand in hand with sustainability. Ron Thijssen, Manager Corporate Social Responsibility at Bleckmann: “Concerning sustainability, we focus, among other aspects, on different opportunities to reduce CO2-emissions within the supply chain. Additionally, we reduce waste and even strive for Zero Waste operations. Bleckmann is also developing dedicated sustainable initiatives and processes that are crucial to us, our clients and other business partners. This approach helps us win tender processes but it also provides our clients with the possibility of promoting themselves to the end-customer as sustainable companies.”

**Dedicated to innovation and digital**

Innovation is a driver for better results and growth for both Bleckmann and its clients. In order to support a continuous innovation process, Bleckmann has appointed a team dedicated to innovation and digital development. Steven Rymenans, Chief Innovation & Digital Officer, oversees this team. Rymenans: “We believe in the power of innovation and the possibilities we can provide for our clients. One of the main goals we have set is exchanging knowledge and experience between employees and departments internally as well as between Bleckmann and its partners within the full supply chain.”

**Managing the supply chain until the last-mile**

The close collaboration with supply chain partners does help Bleckmann create a modern supply chain management. “The modern IT-platform we use is the basis for our end-to-end approach. It allows us to predict all kinds of activity levels. For example, for incoming orders in our forwarding department until the last-mile distribution. BI tools provide essential support and help us manage exceptions”, adds Jurrie-Jan Tap, Chief Development Officer at Bleckmann.