**PRESS RELEASE**

*For direct publication*

Eindhoven (NL), March 12, 2024.

**Linenbundle extends Bleckmann 3PL partnership to target European expansion**

Linenbundle, the fast-growing D2C provider of sustainably sourced luxury bed linen at a fair price, is targeting more European markets in partnership with Bleckmann, experts in supply chain management for fashion and lifestyle brands. After years of supporting Linenbundle's successful European business, Bleckmann is now set to become a critical component of the brand’s ambitious growth plans in Europe.

**A comprehensive 3PL offering**

Bleckmann’s bespoke, end-to-end service has made it a valuable strategic partner for Linenbundle in its journey to become a key player in the luxury bedding market. From freight forwarding and warehousing to customs handling, reverse logistics and distribution, Bleckmann handles all of Linenbundle’s inbound and outbound logistics needs.

Its extensive transportation network has also helped Linenbundle to scale up its operations to new locations with ease, enabling the brand to meet growing customer demand. “As the business grew in Europe, we needed a robust partner that was robust with the ability to expand quickly into new territories,” explained Paul Nesbitt, Co-Founder of Linenbundle, “Bleckmann has always been there with tailored solutions to support our growth journey.”

Meanwhile, Bleckmann’s expertise in the fashion industry allows it to provide a range of specialist value-added services, such as quality control, return management, packing and pre-retail services. This has helped Linenbundle reduce the cost of shipping promotional gifts, a key part of the brand’s customer loyalty strategy. “Bleckmann ensured that we could keep the cost of shipping free gifts down by combining shipments to maximise efficiency,” Nesbitt continued. “It’s a very close collaboration, so it feels like Bleckmann is an integral part of our business, helping us to consistently deliver the exceptional service our customers expect.”

**A five-star future**

Bleckmann will continue to be a key partner for Linenbundle as it enters new countries in the European market. “We look forward to expanding our already very successful partnership with Linenbundle to facilitate the next phase of their development,” said Matthias Vandecasteele, Senior Sales Manager for Lifestyle at Bleckmann. “We’re ready to support Linenbundle in all aspects of their logistics operations to ensure they continue to deliver on their promises to customers worldwide.”

**About Linenbundle**

Linenbundle is focused on creating quality bed and bath essentials for a more comfortable home. Our mission is to help our customers sleep better and create a luxurious five-star hotel experience at home. Our ranges of luxury bedding and towels are thoughtfully designed, sustainably sourced and ethically produced. We craft each product with two pillars at the forefront: quality and durability.

**About Bleckman**

Bleckmann is a market leader in Supply Chain Management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann developed from a transport company to a full supply chain solutions provider with specific expertise in e-fulfillment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a uniform platform to its customers worldwide. Around five thousand employees are available every day to support Bleckmann's clients and keep their promises. With a turnover of EUR 545 million, Bleckmann has the size and flexibility to provide world-class solutions for its clients. For more information, visit www.bleckmann.com

- - - End - - -

**Media inquiries:**

**Paul Nesbitt | Linenbundle**

**paul@linenbundle.com**

**Dorota Tankink | Bleckmann Marketing & Communication Manager**

**+31 6 3012 9759 |** **dorota.tankink@bleckmann.com**

**Gerard van der Zanden | Bleckmann Marketing & Communication Coordinator**

**+31 6 2258 6914 |** **gerard.vanderzanden@bleckmann.com**