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# Bleckmann wins Overall Logistics Innovation 2023 Award from SupplyTech Breakthrough

**Bleckmann, the expert in Supply Chain Management (SCM) for fashion and lifestyle brands, is the recipient of the “Overall Logistics Innovation 2023 A SupplyTech Breakthrough Awards Program”. The Award is granted by the SupplyTech Breakthrough, a leading independent market intelligence organization that evaluates and recognizes standout technology companies, products and services in the supply chain technology and logistics industry around the globe.**

Thanks to the acquisition of The Renewal Workshop (TRW) and the integration of the renewal services into its own portfolio of supply chain solutions, Bleckmann enables apparel and textile brands to extend the life of their post-consumer products once considered unsellable. The Renewal Workshop solution helps to restore products so they could be resold, generating new revenue opportunities for brands, reducing the overall pollution created from “waste” streams and enabling the reduction of new production to reduce carbon and other negative environmental impacts.

The Renewal Workshop is a documented and repeatable process comprised of three foundation parts: The Renewal Operating System, The Renewal Process and Resale enablement. The Renewal System restores products to standardized conditions to enable resale. The system tracks individual products through the renewal process as well as produces data on product faults and quality, how it was restored, and quantifies the positive environmental impact of product life extension.

TRW is a full-service solution for brands, providing an all-round service compared to pure-play re-commerce or traditional return platform. From 2016 to 2021, TRW and brand partners have been able to divert 682,926 pounds of textile waste from landfill and save 73,560 gallons of gasoline, as well as 373,482,998 gallons of water.

“Bleckmann's Renewal Workshop allows brands to tell a new and different story to their customers, increasing brand equity, loyalty, retention and customer value. We’re thrilled to be among the winners of the 2023 SupplyTech Breakthrough Awards -,” said Jurrie-Jan Tap, Chief Business Development Officer at Bleckmann. “As a logistics partner of choice for fashion and lifestyle brands, we have the chance to become part of the solution rather than part of the problem. Research shows brands can achieve an average reduction of 51.5% in carbon emissions by renewing an existing product instead of producing a new one, adds Ron Thijssen, Manager Corporate Social Responsibility at Bleckmann.

The mission of the annual SupplyTech Breakthrough Awards program is to conduct the industry’s most comprehensive analysis and evaluation of the top technology companies, solutions and products in the supply chain and logistics industry today. This year’s program attracted more than 1,400 nominations from over 15 different countries throughout the world.

“Production and technology require different structures and logic flows that are limited in the traditional linear ERP systems or in traditional manufacturing practices. Through acquisition and integration of TRW, Bleckmann has developed something that is now repeatable and scalable,” said Bryan Vaughn, Managing Director of SupplyTech Breakthrough Awards. “Congratulations to Bleckmann, the leading provider of circular solutions for apparel and textile brands. Returns management is a significant challenge both financially and environmentally. Bleckmann offers an advanced way of managing returns, leading to a more sustainable future and satisfied end-consumers.”

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About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands.

Founded in 1862, Bleckmann evolved from a transport company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. 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 unified platform to its customers worldwide. Around five thousand employees are ready to support Bleckmann's customers and deliver on their promises every day. With sales of €545 million, Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit www.bleckmann.com

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