

PRESS RELEASE

Eindhoven (NL), March 24, 2025.

The Oodie Partners with Bleckmann for Logistics Support

The Oodie™, the Australian brand known for the wildly popular wearable blanket, amongst other comfort items, has partnered with Bleckmann to enhance its logistics operations. This collaboration ensures efficient handling of the brands rapid growth, seasonal demand, and high-volume fluctuations.

Strategic Logistics Hubs

The Oodie's operations will be supported by Bleckmann's logistics centres in:

- United Kingdom – facility in Vulcan, dedicated to UK orders.
- European Union – warehouse in Enschede, Netherlands, serving EU customers.

Key Logistics Considerations

- **Seasonality & Demand** – Sales peaks, require a flexible logistics approach.
- **Enhanced Service Efficiency** – As an online-first brand, continuously improving order fulfillment is essential to maintain customer satisfactions. Focus areas include streamlining processes, increasing visibility across the supply chain, and ongoing efficiencies to deliver a seamless customer experience.
- **Product & Storage Needs** – Vacuum-sealed inventory and FIFO (First In, First Out) stock management ensure product freshness.
- **Delivery Strategy** – Bleckmann will optimize courier rates while offering premium and future same-day delivery options.
- **Returns & Technology** – A streamlined process and IT integration support efficient and low returns.

“We are thrilled to support The Oodie's continued expansion,” said Matthias Vandecasteele, Director Sales at Bleckmann. “Our logistics expertise aligns perfectly with their growing needs.”

“Our partnership with Bleckmann is a key step in optimising our logistics operations. With Bleckmann's expertise in D2C brands and proven success we are committed to ongoing improvements to help us deliver a smoother, more reliable experience for our customers.”

– Michele Fitzgerald, COO, The Oodie™

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About The Oodie™

Founded in 2018 by Davie Fogarty—entrepreneur and the youngest Australian *Shark Tank* judge—The Oodie™ has grown into a globally recognised comfort brand. Best known for creating the viral wearable blanket, with over 8 million sold worldwide, The Oodie™ is on a mission to redefine comfort. Expanding beyond its signature Oodie™ Original design, the brand now offers a full range of cosy essentials, including pyjamas, sleep tees, dressing gowns, onesies and blankets. With partnerships spanning over 50 iconic brands like Disney, Warner Brothers, Marvel, DC Comics and Pokémon, The Oodie™ continues to bring warmth, joy and unmatched softness to millions. For more information, visit www.oodie.eu

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 transportation 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 6500 team members are ready to support Bleckmann's customers and fulfil their promises every day. With sales of 641 million euros (revenue 2024), 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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