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# Bleckmann and Gymshark expand collaboration and set up a new distribution center in Australia in partnership with Yang Kee Logistics

Eindhoven, 15th April 2021

**Gymshark expands collaboration with Bleckmann into the Asia & Pacific region. Together with Bleckmann’s long time partner, Yang Kee Logistics, a new fulfilment center has been set up in Melbourne, Australia, to deliver on the promises of Gymshark in Australia and New Zealand. Operations went live with first shipments processed from the new DC as of April 6, 2021. This expansion is a continuation of Gymshark’s ambitious growth plans.**

Gymshark, the booming British fitness apparel & accessories brand, has seen double digit growth in its e‑commerce business year on year. The success of the company is supported by the logistics operations of Bleckmann who delivers on the promises of the brand around the world. To even better support the ambitions of Gymshark and its expansion in the Asia Pacific area, both partners were looking to the set up of a high quality, integrated logistics operation in Australia. Bleckmann already collaborates with a well established partner, Yang Kee Logistics in Asia. Collaboration between Gymshark, Bleckmann and Yang Kee Logistics to establish a new e-fulfilment center in Australia was a logical step.

Having local presence and serving customers from a functional distribution center in Australia will help Gymshark to shorten speed to market to its fast growing client base in Australia and New Zealand. It is crucial to the customer promise of Gymshark. After a few months of preparation, first outbound shipments went out on April 6, 2021. The new site is expected to process thousands of orders every day.

“Bleckmann and Yang Kee Logistics have partnered for several years now successfully implementing various logistics projects in Asia. The project with Gymshark is an another milestone in the development of this strategic, intercontinental collaboration,” said Jurrie-Jan Tap, Chief Business Development Officer of Bleckmann. The implementation of system and warehouse operational setup was coordinated between the three partners in the last few months, leading to a successful launch on 6 April.

Steve Hewitt, Chief Executive Officer at Gymshark: “We are delighted to further cement our partnership with Bleckmann as we expand our brand footprint across the globe. Our customer promise is at the heart of everything we do at Gymshark and the impact of a local distribution center in Melbourne means we can give our customers in Australia and New Zealand a truly world-class service. We look forward to the positive impact this investment will have on their Gymshark experience.”

The new Melbourne DC offers 12,000 sq m of fulfilment space. Operations for Gymshark will occupy 3,000 sq m in the initial set up. The center offers enough space capacity and flexibility to accommodate for future growth of volumes. With opening of this new location 15 full time jobs have been created.

Jason Goh, CEO at Yang Kee Logistics: ”Yang Kee Logistics is absolutely delighted to extend its strong partnership with Bleckmann in Asia into Australian and NZ. Our teams in Oceania are incredibly excited about the prospect of supporting the direct entry of the Gymshark brand into our home market. I am very proud of Yang Kee Logistics’ efforts in preparing the site, the infrastructure and the technology for a successful go live. The opportunity to work with Gymshark complements Yang Kee Logistics’ existing strong position in serving the needs of apparel and accessory brands as well as e-commerce businesses.”

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## **About Gymshark**

Gymshark is a conditioning brand, dedicated to creating functional training apparel, designing innovative performance technologies and building passionate, empowered communities.

Formed in 2012 in a garage in Birmingham, UK, Gymshark has emerged as a leading brand in our industry, with a worldwide family from over 180 countries.

We exist to unite the conditioning community.

[www.gymshark.com](http://www.gymshark.com) | @gymshark  | @gymsharkwomen

## **About Yang Kee Logistics**

Moving With You Since 1990   
Established in 1990 and with its headquarters in Singapore, Yang Kee Logistics (“Yang Kee”, together with its subsidiaries, the “Group”) was founded with only a fleet of two trucks as a trucking company, and is today, an end-to-end global supply chain logistics partner with a global presence in12 countries.  
As our customers’ needs evolve with times, so have our services and infrastructure. We also invest in many state-of-the-art facilities, taking into consideration the size and complexity of our clients’ logistics needs. Today, with over 4 million square feet of built-up area of warehouses globally, we are one of the top logistics and warehousing companies in Singapore.  
Yang Kee provides services such as international freight forwarding, contract logistics, dangerous goods storage, trucking and distribution, and specialised project logistics for our customers. Steering our company is a global team of over 1250 Yang Kee employees, equipped with in-depth expertise and experience in a wide range of industries, including thechemical, consumer and retail, oil & gas, industrial, food and healthcare logistics industries.

We move together.

## **About Bleckmann**

[Bleckmann](http://www.bleckmann.com) is the market leader in Supply Chain Management (SCM) services for the fashion and lifestyle markets.

Founded in 1862, Bleckmann has evolved from a transport company into a full supply chain solutions provider with a specific expertise in e-fulfilment solutions. With a strong base in Europe the company has expanded to the US and Asia enabling Bleckmann to service its customers across the globe. Bleckmann’s investments and vast experience in IT solutions enable a globally unified platform for our clients. Every day over 4000 team members support Bleckmann customers to deliver on their promises. With over 350 million Euro revenue, Bleckmann has the scale and flexibility to create world class solutions that delight its customers. For more information, please visit [www.bleckmann.com](http://www.bleckmann.com)

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