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# Gymshark and Bleckmann endorse their partnership by extending their UK contract for another 8 years

Eindhoven, 30th September 2021

**Fast-growing British fitness apparel brand Gymshark and e-fulfillment specialist Bleckmann extend their cooperation until 2029. Following a multi-year contract renewal between the companies for the operations in Belgium in February 2020, the partnership is further endorsed by a long-term contract extension for all activities in the UK. At the new high-quality distribution center in Magna Park, Midlands, 11,000 sq m of space is dedicated to Gymshark's operations, enabling the brand’s future growth ambitions.**

Gymshark and Bleckmann, specialist in end-to-end logistics solutions for fashion and lifestyle brands, started their relationship four years ago. Since then, the collaboration has grown into a true partnership in which both companies stimulate each other to excel and in which they grow together.

**Continuous growth ambitions**

Bleckmann provides warehousing services and final mile distribution for Gymshark from warehouses in Belgium, UK and Australia. The fitness apparel brand has grown exponentially from 2 million units in 2017, to 22 million units in 2021 and expects to sell 50 million units worldwide by 2024. Bleckmann has both the expertise and flexibility to support pure e-commerce player Gymshark in its dynamic growth ambitions, as evidenced by the move earlier this year to a brand-new distribution center in Magna Park, Lutterworth, in the center of the Logistics Golden Triangle. The new facility meets Gymshark’s current and future needs for their UK logistics operation. At the new site, there is 11,000 sq m available for Gymshark with ample space for further extension. Additionally, the online order cut-off times have been extended to midnight for next-day delivery 7 days a week, further enhancing the UK customer experience.

**No-nonsense, people-first approach**

The success of their partnership can be traced back to a perfect cultural fit. Bleckmann and Gymshark complement each other naturally as both companies have the same no-nonsense, people-first approach.

Steve Hewitt, Executive Chairman of Gymshark, explains: “We could not be more excited about extending our partnership with Bleckmann to 2029. The experience a Gymshark UK customer now receives is truly world class and this is key to our execution strategy as we continue to strengthen the proposition in our home territory. Without Bleckmann this would not have been possible and we could not be happier.”

Reinardt van Oel, Chief Operations Officer Belgium & UK at Bleckmann, concludes: “It has been such a pleasure being part of the Gymshark family in their journey of exponential growth. When organizational cultures are so much aligned and there is mutual trust, it naturally becomes a true partnership where you can really create synergy and build on each other’s expertise. Together we have been able to reach extraordinary results and we are delighted to continue our partnership by extending the UK contract with another 8 years.”

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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 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)

In case of questions, please contact: **Dorota Tankink** | Marketing & Communication Executive | +31 6 3012 9759 | [dorota.tankink@bleckmann.com](mailto:dorota.tankink@bleckmann.com)