PRESS RELEASE

# Masks for Belgium selects Bleckmann for its face mask logistics

Eindhoven, 22June 2020

**Bleckmann is proud to be selected for handling the logistic processes for Masks for Belgium. Both B2C and B2B customers are able to order boxes containing fifty masks each whereby Bleckmann takes care of smooth logistics, delivering masks within two workdays.**

While in February, March and April face masks were scarce due to the high demand caused by the quickly spreading Covid-19 virus, this is no longer the case. New face mask manufacturing facilities have been set up and production is ramping up. Masks for Belgium is offering anyone - from consumers to companies – the possibility to order community masks online. In addition, the organization is donating EUR 1 to Belgian healthcare institutions and associations for every box being ordered.

**Fashion- and Lifestyle logistics expertise is decisive**Bleckmann Fashion- & Lifestyle Logistics has been selected to support Masks for Belgium due to its expertise in e-fulfilment processes. Bleckmann specializes in serving the market segments of fashion- and lifestyle brands in which timing and flexibility are key. Masks for Belgium guarantees customers a fast delivery, meaning that an order placed before 3PM will be delivered in Belgium within two workdays. With the aim to deliver on this promise Bleckmann applies proven pick and pack solutions which have been developed for fashion- and lifestyle items. Bleckmann’s Local Hero partners in Belgium support the distribution process.

**High-quality three-layer masks**Masks for Belgium produces high-quality three-layer masks, light weighted, comfortable, hypoallergenic and easy to breathe through. The product has a minimum Bacterial Filtration Efficiency of 95 percent. Provided in blue, the outer layer material of the mask is non-woven fabric while the inner layer material is melt-blown fabric. The face masks measure 175mm (width) by 95mm (height).

**Dedicated e-fulfilment operations**The Bleckmann e-fulfilment operations for Masks for Belgium are up and running. Philippe Desmedt, Sales Manager at Bleckmann: “We are pleased to support Masks for Belgium with our e-fulfilment expertise. Together we can contribute to fighting the spread of corona.”

Luigi Risaci, Marketing Director at Masks for Belgium adds: “Thanks to our collaboration with Bleckmann, Masks for Belgium is able to guarantee its customers the right price. With the help of its high-performance logistic solutions Bleckmann facilitates us in the production chain by eliminating transport intermediaries between the factory and the final consumer.”

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**About Masks for Belgium**

Masks for Belgium is an initiative of a Belgian company that, in an exceptional context, decided to act upon the scarcity of much needed face masks in their country. By adapting their production tool they managed to supply masks for the most competitive price possible. As a result, Masks for Belgium has been supplying millions of masks to hospitals and rest homes during the last months. Its objective is to make them available to the entire Belgian population as soon as possible. In order to help those most in need, Masks For Belgium is donating tens of thousands of masks and medical clothing to communities throughout Belgium. Masks For Belgium commits to donate EUR 1 to Belgian hospitals for each set sold to support their efforts.

For more information, please visit <https://masksforbelgium.com>

**About Bleckmann**

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

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 nearly four thousand team members support Bleckmann’s customers to deliver on their promises. With a revenue of over 350 million euro, 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:

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