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# Bleckmann expands its services in the consumer electronics market

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**Bleckmann, the expert in fashion and lifestyle logistics with a strong focus on e-commerce, announces the next step in its growth: a further extension into the consumer electronics market segment. Partnering with Connect+, Bleckmann will start operations from a new fulfilment centre in the Ghent Logistic Campus (Rieme), in Belgium from mid-2021.**

Consumer electronics is an expanding market that benefits extensively from the significant surge in e-commerce growth. Therefore it is a natural step for Bleckmann as an e-fulfilment expert to further broaden its services to this market segment.

Kurt Pierloot, Chief Executive Officer of Bleckmann, explains: “We have a track record of working with ambitious brands and a strong focus on e-commerce logistics. Spreading our unique capabilities as an e-fulfilment expert into the Consumer Electronics segment is an evident extension of where we are today. Consumer Electronics is a promising market in which we can certainly make a difference!”

## **Partnership with Connect+**

Highlighting the ambitions of expanding its Consumer Electronics market proposition, Bleckmann has signed an agreement with Connect+. By joining forces both companies will provide Connect+´s dealers with the best omnichannel services. Connect+ is an omnichannel platform of more than 200 consumer electronics brands distributed by more than 1,000 independent well-known retailers and suppliers such as Exellent, Selexion, Expert, CompuDeals and ConnectPro.

Gert Van Gestel, Chief Executive Officer of Connect+, explains: “By joining forces with Bleckmann we benefit from their high-performance IT systems today and in the future. In addition, their extensive technical know-how of omnichannel logistics and their efforts to continuously improve, have been decisive in our decision to cooperate with Bleckmann.”

Kurt Pierloot, Chief Executive Officer of Bleckmann, adds: “By partnering with Connect+, we gain access to their vast experience and network of consumer electronics brands and operations. At the same time, Bleckmann will contribute with its experience in running efficient data driven and automated logistics operations; a true win-win!”

As of mid 2021, Bleckmann will commence operating a new fulfilment facility in the port of Ghent: Ghent Logistic Campus, next door to Bleckmann´s existing Rieme operations. Initially Bleckmann will be operating a 20,000 sq m unit, with ample space to further expand and develop its activities on the premises. The new logistics centre will provide state-of-the-art services and has as an objective to offer the largest available stock of consumer electronics for its customers in the Benelux.

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## **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 370 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)