**PRESS RELEASE**

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# Bleckmann supports UK expansion for Lovevery

Eindhoven, 21 April 2022

**Lovevery, the award-winning early childhood brand, will see improved efficiency and delivery times in the UK thanks to Bleckmann's logistics services.**

**Addressing Brexit barriers**

New customer Lovevery has joined forces with Bleckmann to eliminate constraints caused by Brexit trade barriers, partnering with their team of logistics experts for e-fulfilment.

The American children’s brand previously processed orders for the UK market from their European HQ distribution centre in the Netherlands.

From now on, Lovevery products for the UK market are shipped from Magna Park, Lutterworth, in the centre of the reputed ‘Logistics Golden Triangle’. Bleckmann opened a new fulfilment centre there, as its fourth site in the UK.

Bleckmann has a proven track record as a market leader in fulfilment services for fashion and lifestyle with a strong base in Europe. The brand new facility at Magna Park has a total capacity of 51,000 sq m.

Bleckmann receives goods there, sorts, stores and delivers according to expectations: next-day delivery seven days a week for Lovevery customers in the cities, or delivery maximum two days after ordering. Personalization of orders and a high service level to the end customers are crucial and included in this.

**Logistics partner supports growth**

The educational toys designed by new Bleckmann customer, Lovevery are unique in how they grow together with young mums and dads through the stages of their newborn child from 0-3 years. Lovevery launched in the UK in 2020 with its first two products, The Play Gym and Block Set, followed by its subscription system, Play Kits, in August 2021.

Further growth of the lifestyle brand is written in the stars, both in their home market and in the growing European market. This European expansion is another reason why the retailer chose Bleckmann, which has experience supporting and servicing hypergrowth companies.

**Fast learning curve for new customer**

Matthias Vandecasteele, Senior Sales Manager Lifestyle at Bleckmann: "We are impressed by the adaptability of Lovevery, which we got to know through operations director Salvador Branco. The dynamic e-commerce player in educational toys has a hands-on mentality, the ability to change very quickly and responds in a remarkable personal way to the wishes of its customers, whom it also knows in detail. Lovevery was looking for a logistics partner that could grow with them. They found it in Bleckmann. Together we have set up a high-speed learning curve."

Roderick Morris, Cofounder and President of Lovevery: “Our decision to expand in the UK was a direct response to overwhelming customer demand since the recent launch of our subscription Play Kits. We understand the importance of localizing as much as possible, so we continue to evaluate the needs in which we grow. The strategic move to shift all UK order fulfilment to Bleckmann will improve ease of execution and overall efficiency. We’re excited to see Lovevery’s growth continue with their support.”

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About Bleckmann

Bleckmann is the market leader in Supply Chain Management (SCM) services for the fashion, lifestyle and consumer electronics 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 470 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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