

PRESS RELEASE

Eindhoven (NL), 22 October 2025.

DOUGLAS extends partnership with Bleckmann and scales up automation

DOUGLAS BeNe, the leading omnichannel beauty retailer in the Netherlands and Belgium, has announced a strategic expansion of its long-standing partnership with logistics provider Bleckmann. This renewed collaboration marks an important step in DOUGLAS' investment in the BeNe market and supports the company's continued transformation into a fully integrated omnichannel business.

Under the renewed agreement, Bleckmann will continue to provide comprehensive third-party logistics (3PL) services, including warehousing, order fulfillment, distribution, freight forwarding, and returns management. By leveraging Bleckmann's state-of-the-art automation and logistics technologies, DOUGLAS aims to streamline its supply chain and enhance operational efficiency across all channels. Since 2005 DOUGLAS has been a valued partner of Bleckmann, with operations based at Bleckmann's Columbus site in Almelo, the Netherlands.

The partnership includes the launch of OWAC – One Warehouse for All Channels – a new centralized distribution hub that will unite store and online inventory under one roof. By leveraging Bleckmann's advanced automation and logistics expertise, DOUGLAS will improve efficiency, reduce lead times, and ensure even better product availability for customers across all channels.

Key highlights of the partnership

Optimized logistics solutions

This partnership will ensure faster store replenishment and more efficient deliveries for both B2B and B2C customers. With Bleckmann's expertise in logistics automation, DOUGLAS will be able to meet the increasing demands of its growing customer base while maintaining operational excellence.

Enhanced customer experience

The collaboration is set to reduce delivery times and improve reliability, ensuring that both online customers and in-store shoppers benefit from faster, more dependable service. This supports DOUGLAS' ongoing commitment to exceptional customer satisfaction and service quality.

Commitment to sustainability

Both companies share a strong focus on sustainability. Initiatives will include the use of eco-friendly packaging and efforts to minimize carbon emissions throughout the supply chain. These steps reflect the partners' shared vision of responsible growth and environmental stewardship.

Executive Statements

"This strategic partnership expansion with Bleckmann is a pivotal investment in our DOUGLAS omnichannel leadership across the Netherlands and Belgium," declared Sebastiaan de Jong, CEO of DOUGLAS BeNe. "As we accelerate our transformation into the definitive omnichannel premium

beauty platform, our innovative new warehouse will integrate our store and online inventories. This centralisation empowers us to serve our customers with enhanced speed and efficiency. Our enduring alliance with Bleckmann has been a cornerstone of our success, and I am excited to deepen this strong collaboration, driving significant value for our customers, partners, and suppliers as we continue our ambitious growth.”

Tom Wijlens, Chief Operational Officer of Bleckmann Netherlands North, added:

“We are thrilled to partner again with DOUGLAS and support their growth across the Belgian and Dutch markets. Our expertise in lifestyle logistics will provide DOUGLAS with the reliable and efficient service they need to meet customer demands. This partnership reinforces our commitment to delivering top-tier logistics solutions to leading brands.”

About DOUGLAS

DOUGLAS BeNe currently operates 100 own stores and 17 franchise locations. With more than 2,340 employees in Belgium and the Netherlands, DOUGLAS is among the leading players in the beauty market and continues to invest in further growth. The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,920 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, colour cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy “Let it Bloom”. The winning business model is underpinned by the Group’s omnichannel proposition, leading brands, and data capabilities. In the financial year 2023/24, the DOUGLAS Group generated sales of 4.45 billion euros and employed around 19,200 people across Europe. It was named the World’s Top Company for Women in 2025 among all retail and wholesale companies by Forbes. The DOUGLAS Group (Douglas AG) is listed at the Frankfurt Stock Exchange. For further information please visit the [DOUGLAS Group Website](#)

About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve clients around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its clients worldwide. Around 6500 team members are ready to support Bleckmann's clients and fulfil their promises every day. With sales of 641 million euros (revenue 2024), Bleckmann has the scale and flexibility to provide world-class solutions for its clients. For more information, visit www.bleckmann.com

Media inquiries:

Dorota Tankink | Bleckmann Marketing & Communication Manager

+31 6 3012 9759 | dorota.tankink@bleckmann.com

Gerard van der Zanden | Bleckmann Marketing & Communication Coordinator

+31 6 2258 6914 | gerard.vanderzanden@bleckmann.com

Hellen van Kempen | DOUGLAS BeNe Communication Manager
+31 6 4447 8930 | h.vankempen@douglas.nl