

PRESS RELEASE

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Bleckmann enters the German market through a partnership with whynow entertainment group

Bleckmann, specialists in supply chain management for fashion and lifestyle brands, and whynow, an entertainment company built around artists and their fans, have recently formalised their partnership. With this step, Bleckmann is proud to announce that - with its new client - it is entering a new market: Germany.

This marks Bleckmann's first step into the German fashion industry, as well as into the merchandise sector. In addition, the 3PL is delighted that the contract has been signed for the next 10 years.

"To achieve our growth ambitions, we are constantly exploring new markets and opportunities. Innovation and entrepreneurship sometimes require us to take new steps and test new propositions. But growth also requires forward thinking and stretching our boundaries. This is essential so that we can continue to respond to the changing needs of customers and markets," Jurrie-Jan Tap, Chief Business Development Officer.

Take over of Lingen DC

A key element of the agreement with whynow is the takeover of a distribution centre in Lingen, Germany, its inventory and the excellent team that are working in the site. The warehouse in scope belongs to EMP Merchandising, also known as Large Popmerchandising, a German-based music mail-order and merchandising store, which is now being taken over by whynow.

"When we acquired EMP, we were clear that we saw a huge opportunity to build on an already successful business and give it the platform to grow. Logistics is fundamental to that ambition, and in Bleckmann we have found a partner with deep expertise in fashion, lifestyle and e-commerce and the international scale to support EMP's next phase. Just as importantly, this agreement provides continuity for the warehouse team while bringing them into a specialist global logistics business where there are opportunities to develop and grow," said Fred Casimir, president of whynow Europe.

Bleckmann will take charge of all logistics processes and existing. The warehouse employs around 140 staff members, all of whom will be retained following the takeover.

All processes and activities have continued as normal since the recent takeover, and everything will be up and running straight away. Over the coming months, the operation will be gradually integrated in accordance with Bleckmann's standards.

Strategic move

The Lingen DC will be added to the Northern Netherlands region of Bleckmann, under the leadership

of Tom Wijlens, COO North Netherlands.

“The deal with whynow is a strategic move designed to ensure that it would easily fall within the scope of the Northern Netherlands cluster. With this move, we are tapping into a new market, as it also allows us to test this market and our first foray into the fashion and merchandise sectors in Germany,” said Tom Wijlens.

The distribution centre, with around 30,000 square metres of operational space, is equipped with an AutoStore system with more than 75,000 bins and 180 robots and other modern technology, such as a shuttle system with 175,000 storage positions and 110 shuttle robots.

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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 7000 team members are ready to support Bleckmann's clients and fulfil their promises every day. With sales of around 730 million euros (revenue 2025), Bleckmann has the scale and flexibility to provide world-class solutions for its clients. For more information, visit www.bleckmann.com.

About whynow

whynow is an entertainment company built around artists and their fans, offering them a one stop solution across merchandise, content production and audience management. The company, with its head quarter in London, was founded in 2019 by Gabriel Jagger. whynow currently represents several major artists for merchandise, runs an award-winning production company and operates four online media brands reaching millions of fans a month.

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