

## PRESS RELEASE

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### **Bleckmann launches Bscale in Spain following successful rollout in the Netherlands and the UK**

Bleckmann, a specialist in supply chain management for fashion and lifestyle brands, is expanding its plug-and-play logistics solution Bscale to Spain as of 1 July 2026. Following the successful introduction of Bscale in Belgium, its subsequent rollout in the Netherlands and the United Kingdom (UK), Spain becomes the next market where growing brands can benefit from Bleckmann's innovative and fully digital logistics solution.

#### **Helping ambitious brands scale without complexity**

Bscale was developed to make professional logistics accessible to start-ups, scale-ups and growing brands that want to focus on growth rather than operational complexity. The solution combines fulfilment, returns management, digital integrations and logistics expertise in a standardized, plug-and-play model that can be activated quickly and scaled as brands grow.

Built around a pay-as-you-grow principle, Bscale removes the traditional barriers associated with enterprise-level logistics. Brands gain access to Bleckmann's proven fulfilment infrastructure, technology and expertise without requiring bespoke implementations or significant upfront investments.

The solution offers a fully digital self-service experience, enabling brands to integrate seamlessly, manage their logistics efficiently and retain full visibility and control over their operations while benefiting from Bleckmann's international supply chain network.

#### **A proven model now available in Spain**

Following strong adoption in other European markets and the UK, Bleckmann is introducing Bscale in Spain to support local brands as well as international fashion and lifestyle companies looking to serve Spanish consumers more effectively. The launch marks an important milestone in the continued expansion of the Bscale proposition across Europe.

The Spanish offering includes the same core capabilities that have driven success in existing markets, including digital onboarding, seamless integrations, professional fulfilment services, returns management, scalability and operational flexibility. These capabilities enable brands to grow confidently while maintaining a lean and efficient operating model.

"When we developed Bscale, we wanted to remove logistics as a barrier to growth. Too many emerging brands have the ambition to scale internationally but lack access to the infrastructure, expertise and technology needed to do so efficiently. Bscale changes that by combining Bleckmann's logistics expertise with a simple, digital and scalable operating model. Bringing Bscale to Spain is

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another step towards our ambition of making world-class logistics accessible to every growing brand,” says Maxim Sion, Sales Manager at Bleckmann and Creator & Owner of Bscale.

By launching Bscale in Spain, Bleckmann further strengthens its commitment to supporting ambitious fashion and lifestyle brands with scalable supply chain solutions that grow alongside their business and accelerate international expansion.

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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](http://www.bleckmann.com).

### About Bscale

Bscale is an innovative logistics solution designed specifically for start-ups, scale-ups and growing brands. By providing access to enterprise-level logistics on a pay-as-you-grow basis, Bscale removes traditional barriers to growth and allows brands to focus on building their business. The solution combines professional fulfilment, digital integrations, flexibility, scalability and cost-efficiency within a fully digital self-service environment. Brands maintain control over their logistics while benefiting from Bleckmann's expertise, infrastructure and international network.

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