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**Belgian fashion retailer JBC has chosen Bleckmann to invest its logistic activities in their own country.**

**13 November 2017 - JBC, one of Belgium's largest clothing retailers, has chosen to outsource its e-commerce activities within Belgium. A unique development in the e-commerce landscape, given the fact that many retailers follow the prevailing trend to outsource their fulfilment in the Netherlands or Germany.**

Due to the increasing popularity of her webshops it is extremely important for JBC to work with a strong partner in supply chain solutions for e-commerce, to provide its customers the best possible online shopping experience. There are many fashion Giants who follow the trend to outsource their e-fulfilment in Netherlands or Germany, JBC has deliberately chosen for a partner in Belgium. Bart Claes, CEO of JBC, explains why they chose for Bleckmann: "With our growing e-commerce activities we went looking for a new logistics partner. The Belgian roots in combination with its expertise in supply chain solutions for e-commerce and the experience in the fashion retail makes Bleckmann the perfect partner. In addition, they are going to build a new warehouse in 2019 in Beringen, enabling them quickly to provide our needs and our customers." The activities of their current distribution centre in Houthalen will remain the same. That Center remains responsible for receiving orders and the re-stocking of the more than 140 shops in Belgium, Luxembourg and Germany.

Bleckmann is since the beginning of October responsible for handling the online orders of JBC. Site manager Tom Leunckens explains about the operation: "From our warehouse in Grobbendonk almost 500,000 orders per year will be sent out. Every order that is placed before 21:00 hour, can be picked-up in the shop next day or delivered to the consumers home. The activities for JBC blending perfectly into the fast and flexible e-commerce organisation of Bleckmann. We look forward to the further development of the cooperation."

---Note to editors---

**About JBC**JBC was founded in 1975 by Jean-Baptiste Claes and is a family business pur sang that is led today side by side by Bart and Ann Claes. With its strong position on the middle segment JBC has eye for all members of the family and every budget. The company's goal is to translate the latest fashion trends into affordable, high-quality clothing that is produced sustainable. The company has a strong omnichannel approach and achieved a turnover of 240 million euros in 2016 (incl. VAT). An ambition that results in collections with a local approach and respect for people and the environment. JBC is since 1 april 2015 member of Fair Wear Foundation and is also the first Belgian retailer that has signed the Bangladesh security agreement. Callahan Retail Group (CRG), the holding above JBC and Mayerline, employs over 1500 staff (direct and indirect) and possesses about 210 stores in Belgium, Germany and Luxembourg, of which 146 JBC-shops and 64 Mayerline stores.

**About Bleckmann**Bleckmann, established in 1862, is a leader in Supply Chain Management (SCM) solutions for the global fashion & lifestyle industry. Bleckmann aims to provide its customers with the best SCM solutions. The logistics company has developed to an omni-channel service provider and has its offices in Europe, the United States and Asia, with approximately 210 million Euro revenue. More information: [www.bleckmann.com](http://www.bleckmann.com).