**PRESS RELEASE**

*Available for direct publication*

**Samurai partners with Bleckmann for their European growth strategy**

Eindhoven, 2 June 2022

**The established global sportswear brand Samurai chooses Bleckmann as their logistics partner for freight forwarding & cross-docking in Europe. By doing this, Samurai will be able to supply its European partners and customers in a more reliable and costs effective way.**

Since the investment from Primosole Holdings in May 2021, Samurai has been on a journey to pivot its business model from a sole focus on premium teamwear in the rugby and multi-sports arena to also offering direct-to-consumer e-commerce based and retail collections with the clear goal of becoming an aspirational and trend-setting British sportswear house for the rugby community and beyond.

**Partnership crucial for growth strategy**

In that strategy, the partnership with Bleckmann is crucial. Bleckmann has a proven track record as a market leader in fulfilment services for fashion and lifestyle with a strong base in Europe. Bleckmann will help this iconic brand to “push forward” into Europe by better serving its existing and future customers; initially in respect to its core B2B teamwear business serving partners mostly in Belgium, France, Italy and Ireland and at a later stage to support its D2C expansion in the continent.

“Partnering with Bleckmann is crucial for the scalability of our business as we intend to deliver an aggressive and ambitious growth strategy in the coming years,” says Stefano Schivo, CEO at Samurai and Founder at Primosole.

Bleckmann will manage the entire logistics from Samurai’s factories in the Far East to Rotterdam and then through the distribution centre in Beveren-Leie, Belgium. Similarly, it will become the preferred freight-forwarder into the UK increasing security and trackability of Samurai’s deliveries.

**Customers always sure of delivery**

Crucial is the central location of the fulfilment centre in Belgium, in the heart of Europe. This will enable a more efficient and cost-effective fulfilment of our European orders.

Stefano Schivo, continues: “The size and expertise of this logistic player in the fashion industry are unique - we believe that the Bleckmann-family will support our growth by serving our European customers better than we do today. We trust their experience in D2C to support our plans in that direction too and we are looking forward to going live in the coming weeks.”

Leon Pepper, Sales & Business Development Manager at Bleckmann: “We are happy to announce that Samurai have chosen Bleckmann as their logistics partner for selected operations in Europe. Soon we will be starting our European collaboration from Belgium for freight forwarding and x-dock orders out to exiting Samurai customers.”

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About Samurai

For 25 years Samurai crafted unique designs developing premium products and fabrics that made us a leading global teamwear brand. Today, we live on the intersection between sport and lifestyle creating contemporary high-performance apparel and athleisure. We celebrate individuals, teams and communities who share our values. No matter who you are. Your physical form. The size of your arena. Or the colours you wear.

PUSH FORWARD

<https://www.samurai-sports.com/>

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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