

PRESS RELEASE

Available for direct publication

Eindhoven (NL), 10 June, 2026

Strom Holdings consolidates and streamlines UK and EU fulfilment with Bleckmann's plug-and-play Bscale logistics solution

Bleckmann, specialists in supply chain management for fashion and lifestyle brands, has partnered with Strom Holdings UK to consolidate and optimise the global company's EU and UK fulfilment operations. The partnership, which went live earlier this year via Bleckmann's plug-and-play Bscale logistics solution, marks the first time Strom Holdings UK has served both markets through a single external logistics provider. The move will allow the company to more efficiently fulfil e-commerce orders across these key markets with reduced lead times, reliable delivery and expert handling.

A coordinated cross-border fulfilment framework

With operations across the US, Canada, Japan and Australia, alongside the UK and EU, Strom Holdings is a truly international organisation that manufactures and retails adult health care products. Before partnering with Bleckmann, the UK arm of the company was managing fulfilment for both the UK and the EU in-house, which led to a drain on internal resources. "We were looking to restructure logistics with a view to consolidating operations for a more consistent service", says Michael Round, Managing Director of Strom Holdings UK Limited. "Our main goal was to find one provider that could seamlessly handle the cross-border aspect, and Bleckmann's strong presence in both the UK and the strategically located Benelux region – particularly the Netherlands – made them a highly promising candidate."

Following an initial meeting, Strom and Bleckmann decided that a dual-hub solution would most effectively meet Strom's current needs while providing plenty of scope for expansion at scale. Under the new model, Bleckmann fulfils all of Strom's EU, EEA and Swiss orders from one of its sites in Almelo, the Netherlands. All UK orders are fulfilled from one of its sites in Swindon, UK. Crucially, all sites are connected to Bleckmann's centralised inventory management framework, meaning that both operations are seamlessly integrated in terms of visibility, oversight and reporting. In addition, Bleckmann's established network of localised last-mile partners ('Local Heroes') ensures that the best-performing carriers are selected per market, eliminating guesswork for a truly reliable service.

Bscale: Unlocking operational efficiency for growing brands

Strom UK selected Bleckmann's Bscale solution for the simplicity and operational unburdening it provides, combined with the ability to tailor it to the company's specific requirements. As a modular, pay-as-you-grow fulfilment solution, it gives brands of all sizes access to enterprise-grade logistics without high upfront costs. The platform, which won '3PL Solution of the Year' at the 2025 SupplyTech Breakthrough Awards, allows companies to begin shipping in weeks, with flexible capacity to scale up as demand increases. There is also scope to adapt various aspects. "It's a very attractive solution because on the one hand you really only pay for what you use and on the other there's a lot of

operational leeway”, continues Michael. “Whether it’s flexibility around shipping as full cases versus individual products, or working out the intricacies of e-commerce integrations, we’re covered.”

Paving the way for streamlined expansion in Europe

The operational unburdening provided by Bscale is enabling Strom Holdings UK to focus on expansion in the key markets served. Without the administrative burden of managing separate carriers or handling customs compliance, the road is clear for a smoother expansion trajectory. “I can now send full containers into a Bleckmann facility at the same inbound cost as sending individual boxes”, concludes Michael. “My stock in the EU is consistent, and sales volume is increasing, which wasn’t possible under the previous setup. In the end, it’s not just about the cost savings but about the outcome delivered, and we’re very pleased with what we’ve seen so far, with full oversight and accountability. But perhaps most importantly, from the start there was genuine interest in making sure we were the right fit for each other – and that’s the foundation for a great partnership.”

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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 Strom Holdings UK Limited

Strom Holdings, founded in 2015, is an E-Commerce website for adult health care products. The company is specialised in Adult Diapers, Clothing Textiles, Personal Care Products en Incontinence Products. Strom Holdings is licensed by the FDA and has distribution facilities in Australia, Japan, Canada, Europe, and Great Britain. Strom Holdings provides premium products for international consumption and shipping throughout the world.

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