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# 4Kraft and Bleckmann expand their partnership

Eindhoven, 10th March 2020

**Bleckmann is proud to announce that our customer 4Kraft has once again chosen Bleckmann as a logistics service provider, which resulted in an extension of the contract for the period of the next 5 years. We will continue to deliver on the promises of the 4Kraft, supporting their booming business and facilitating the success of the customer’s brand Kinderkraft across Europe.**

The collaboration between Bleckmann and 4Kraft dates originally back to 2015. Founded in Poland in 2011, 4Kraft is an international brand for children’s products with the best features combining quality, technical solutions & modern design and focus on safety, customer confidence, and innovations. The company has been experiencing rapid growth, offering their products via multiple distribution channels including online sales. To support their current and future ambitions 4Kraft was looking for the most effective warehouse and delivery services across Europe. As a market leader in supply chain solutions for the Fashion & Lifestyle market segments, Bleckmann was selected as the 3PL partner of choice to enable the growth of 4Kraft business volume. Today, Bleckmann and 4Kraft extend and renew this successful collaboration.

Bleckmann will continue to perform omni-channel warehousing and distribution services to meet the expectations of 4Kraft customers, with specific focus on e-commerce. As a result of the contract extension all operations will be managed from two Bleckmann warehouse facilities in Belgium and The United Kingdom. In order to enable the customer’s growth in continental Europe, Bleckmann will move the Belgium based operations to the recently opened distribution center in Rieme, providing even higher flexibility.

**Handling goods with unique characteristics**

“With tailored design of our warehouse facilities and operations we are able to maximize the use of space and reduce cost. Today 8,000 sq mwarehousing facilities are fully utilized to support this customer’s needs,” says Cynthia Machielse, Key Account Manager at Bleckmann. “With our network of multi-user warehouses, international partner carriers, unique ‘local hero’ solutions and reverse logistics services, we assure scalability of our customer’s operations, which is crucial to the fast-growing business of 4Kraft. It also supports their ambitious expansion to new markets,” she adds.

**The benefit of a tailored solution**

Sebastian Niedrich, Head of Logistics at 4Kraft adds: “Kinderkraft benefits from the scalable & flexible network of Bleckmann’s warehouse facilities that provide operational capacity for future growth. It gives us the confidence that we can continue to delight our customers and unburdens our minds. Bleckmann helps us to gain efficiency & reduce cost while delivering products to our customers at the right quality and at expected time. We look forward to continue our fruitful collaboration and further benefit from the support level provided by Bleckmann”.

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**About Bleckmann**

[Bleckmann](http://www.bleckmann.com) is the market leader in Supply Chain Management (SCM) services for the fashion and lifestyle 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 3000 team members support Bleckmann customers to deliver on their promises. With over 300 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)

In case of questions, please contact:

**Dorota Tankink** | Marketing & Communication Executive | +31 6 3012 9759 | [dorota.tankink@bleckmann.com](mailto:dorota.tankink@bleckmann.com)

**About 4Kraft - owner of the brand Kinderkraft**

4Kraft company was founded in 2011. The company operations began with introducing its own brand Kinderkraft into the market, specializing in products for children. We are one of the fastest developing manufacturers in Poland, present on major European and Asian markets. We offer a board selection of products, hand-picked and developed to best fulfill the needs of different customers all over the world. We want to make it easier for parents and children to discover the world together. For this reason we offer products that combine high quality, the best technical solutions and modern design, all at affordable price. For more information, please visit [www.kinderkraft.com](http://www.kinderkraft.com)

In case of questions, please contact:

**Joanna Jóźwiak** | Communication Manager | +48 788 894 849 | [joanna.jozwiak@4kraft.com](mailto:joanna.jozwiak@4kraft.com)