**PRESS RELEASE**

Eindhoven (NL), June 3, 2024

**BLECKMANN TAKES OVER THE LOGISTICS FOR SUPERDRY AT ‘'THE DUKE” SITE**

**IN BURTON ON TRENT (UK)**

Bleckmann, a global logistics service provider, experts in supply chain management for fashion and lifestyle brands, is set to assume control of the logistics operations for the prestigious Superdry contract at 'The Duke' site in Burton on Trent (UK) from July 1st 2024. This transition will involve approximately 170 employees, who will seamlessly transfer to Bleckmann under the same terms and conditions they are presently working under. Importantly, no redundancies are planned as part of this transition. In fact, Bleckmann expects to attract new customers to this warehouse, creating even more jobs in the region.

**Milestone in the UK market**

The move of Superdry marks a significant milestone for Bleckmann, further solidifying its position as a leading provider of logistics solutions in the UK market. The company is committed to ensuring a smooth and successful transition for all employees involved, maintaining operational excellence and upholding the high standards set by both Bleckmann and Superdry. “At the European mainland Superdry has been a client since 2007 and we are proud that we also will do their logistics in the United Kingdom” said Reinardt van Oel, Chief Operations Officer Belgium and UK at Bleckmann.

Founder and Chief Executive Officer at Superdry, Julian Dunkerton adds “I am delighted that Bleckmann has now become our Global Logistics provider. This is a partnership that goes from strength to strength”.

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**About Superdry**

The Superdry brand is obsessed with design, quality and fit - and committed to relentless innovation. They design affordable, premium quality clothing, accessories and footwear which are sold all around the world. Superdry has a unique purpose to help their consumers to feel amazing through wearing their clothes. Superdry has a clear strategy for delivering continued growth via a disruptive multi-channel approach combining ecommerce, wholesale and physical stores. They operate in over 60 countries and have over 4.100 colleagues globally. For more information: [www.superdry.com](https://www.superdry.com/)

**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 customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its customers worldwide. Around five thousand employees are ready to support Bleckmann's customers and fulfill their promises every day. With sales of 564 million euros, Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit [www.bleckmann.com](http://www.bleckmann.com)

**Media questions:**

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