

Textile logistics for Orsay: Logwin supplies 220 stores overnight

Grevenmacher (Luxembourg) - The global logistics service provider Logwin supplies all of Orsay's stores in Germany with women's fashions. Logwin delivers to 220 branches across the country every day through its HUBs in Berlin, Kaufungen, and Nuremberg. Skirts, dresses, and blouses arrive from Wroclaw in Poland where Orsay has its own distribution centre.

Three Logwin trucks loaded with clothing and accessories start their journey in Wroclaw every day. They transport the goods to the three HUBs in northern, central, and southern Germany, where employees sort the cartons according to store. Overnight Logwin delivers the goods to Orsay shops all across Germany through its nationwide retail network. Half of the shops receive their deliveries by eight in the morning, the rest of the stores receive their fashion reinforcements within an agreed time window in the morning.

Poland and Germany hand-in-hand

"What is special is that we are supplying German shops from an Eastern European distribution centre," says Mario Aschbacher, Head of Sales and Key Account Management in Logwin business segment Solutions. "Previously it was usually the other way around." The Logwin employees in Poland and Germany work together hand-in-hand: all of the orders are received by Logwin in Poland, from where the employees co-ordinate the processing and handling in Germany.

Along with the shop delivery, Logwin also takes on returns processing, disposal of cardboard packaging, as well as 'shop-to-shop' deliveries: if one shop is sold out of cocktail dresses, another Orsay shop can assist from their inventory - with Logwin managing the delivery. "Thanks to its dense retail network Logwin is very flexible with delivery," says Julita Barnowska, Head of Logistics DC Ordipol at Orsay. "We can thus ensure that our customers always find the fashions they're looking for in our stores."

Special challenges for distribution include not only the narrow time window for delivery, nighttime delivery, and planning tours. Often Orsay shops are located in city centres, pedestrian zones, or shopping centres. "Due to our many years of experience in the retail segment, and especially fashion logistics, we have the required know-how to be able to deliver to these shops exactly as scheduled," says Mario Aschbacher.

About Orsay

Orsay is an international fashion company headquartered in two locations - in Willstätt, Baden-Württemberg, and in Wrocław, Poland. The company designs, produces, and sell women's fashions. Founded in 1975, Orsay today employs approximately 4,300 people and operates about 600 shops in 24 countries.

www.orsay.com

About Logwin AG

As an external partner, Logwin AG, Grevenmacher (Luxembourg), develops a comprehensive range of logistics and service solutions for trade and industry. In 2010, the group generated sales of 1.4 billion euros and currently employs approximately 5,900 staff. Logwin operates in all main markets worldwide and has over 250 locations across all continents. With its two business segments Solutions (customer-focused contract logistics solutions) and Air + Ocean (global air and sea freight activities), Logwin AG is one of the leaders in the market.

The business segment Solutions stands for contract logistics within Logwin AG. Solutions offers individual customer- and industry-oriented solutions ranging from supply chain management, warehousing and logistical value-added services through to complete outsourcing projects. The business segment offers a high level of competence in process management and the development of customized IT solutions. The close ties between the business segments enable multi-modal transport solutions to be implemented quickly and efficiently.

Logwin AG is listed in the Prime Standard of the Deutsche Börse. The majority shareholder is DELTON AG, Bad Homburg (Germany).

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