



CASE STUDY: BLECKMANN AND THE NX GROUP



PROFILE: BLECKMANN

Bleckmann is a market leader in Supply Chain Management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann developed from a transport company to a full supply chain solutions provider 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 uniform platform to its customers worldwide. Around five thousand employees are available every day to support Bleckmann's clients and keep their promises. With a turnover of EUR 545 million, Bleckmann has the size and flexibility to provide world-class solutions for its clients.

Bleckmann is a leading logistics partner for omnichannel commerce serving various clients, stretching from fast growing online-first retail brands up to well-established international players, particularly in the fashion and lifestyle industries.

THE REQUIREMENTS

Bleckmann required a secure and stable, high service network for their B2B retail pallet distribution throughout the UK. They were looking for a partner who was able to effectively collect and receive goods from their key distribution centres in Europe and the UK, particularly focusing on city centre, shopping centre and retail experience area delivery points.



THE SOLUTION

The NX Group developed a bespoke solution for Bleckmann that would ensure that their specific business needs were met. NX's highly secure warehouse facilities and 'minimal touch' distribution network was key to the success of the proposal.

Utilising NX's extensive experience in retail store delivery the offering included a range of service levels and delivery options customised to Bleckmann's requirements, such as specialist delivery to high streets, city centres, shopping centres and shop-in-shops.

Equally, the solution offered a wholesale delivery element allowing distribution of stock in bulk to any of Bleckmann's distributors, agents and marketplaces.

Contact our sales team on:

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THE SOLUTION CONT...

The NX solution also included:

- Full traceability via a complete integration of systems
- Time critical deliveries with extremely high service levels
- Vital add on services, such as extended driver interaction at the delivery point
- Multi-faceted inbound operation including daily collections from multiple UK DC's and daily inbound receipts from European DC's
- A complete returns operation allowing retailers to return goods with ease or move stock between stores

WHY DID BLECKMANN CHOOSE NX?

- **Flexibility** – the ability to manage fluctuations and changing requirements from Bleckmann's evolving business
- **Systems and integration** - removing manual administration and giving Bleckmann full visibility of their data and goods
- **Security** – the high security offering of our warehouse facilities, fleet and network is paramount for their high value goods
- **Traceability** – fully tracked and traceable consignments
- **Processes** and the structure of NX's closed distribution network
- **Golden Triangle location** - NX's secure East Midlands hub is an ideal central location for quick delivery to customers around the UK
- **High quality service!**

The NX Group began working with Bleckmann last year and following a successful 12 month trial period, the partnership has now been extended to a three contract.

"We were very impressed with NX's understanding and knowledge of our requirements. Their proposal was attractive and met the specific requirements we were looking for. The high security levels of the operation they provide is essential to the distribution of our high value goods, and along with their experience in B2B deliveries, flexibility and traceability it gives us the utmost confidence that they are maintaining the high service standards our customers expect from us.

"It's essential to have a logistics partner we can trust, and we are pleased to be continuing our relationship with The NX Group."

RM, Bleckmann



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