

Red Carpet Logistics: Logwin opens exclusive warehouse in Beijing

Grevenmacher (Luxembourg) – The global logistics service provider Logwin is now also offering its new “red carpet logistics” service in Beijing. Logwin has opened a warehouse dedicated to exclusive fashion products some six kilometers from the airport where it can optimize logistics services for premium brands in the fashion and lifestyle segment with special storage areas and services. After the successful opening in Shah Alam, Malaysia, this is the second warehouse that meets the exacting “red carpet logistics” standard in Asia.

Quality needs security

The warehouse is situated around 30 kilometers from downtown Beijing. The 1,500 m² storage area is equipped to a high specification. Security systems have been installed throughout the building. A sprinkler system provides fire protection and an alarm system protects against burglary. In addition, CCTV cameras monitor all areas accessible to the public. “The demand for special logistics solutions for high-quality fashion and lifestyle products is continuing to grow in Asia,” says Helmut Kaspers, COO at the Logwin business segment Air + Ocean. “With the opening of the second ‘red carpet logistics’ warehouse in Beijing we are responding to current developments.”

When expanding its Fashion network in Asia, Logwin pays attention to its customers’ requirements. The location of the warehouses is geared to the distribution structures of leading fashion labels. The first warehouse with the new fashion orientation commenced operations in Shah Alam near Kuala Lumpur on 17 November 2011. Further locations will follow in Singapore, Hong Kong, Shanghai and Jakarta. Logwin has been providing comprehensive services at these locations to its customers from the fashion and lifestyle sector for many years. These include value added services such as finishing, labeling and the preparation of apparel and accessories.

Background: global fashion supply chain

“We have been operating successfully on behalf of customers from the fashion and lifestyle sector in Europe as well as in Asia for many years,” explains Helmut Kaspers. Logwin organizes the entire supply chain for fashion and lifestyle products within its own network – from procurement, transportation, customs clearance and preparation through to delivery to the point of sale. This involves the use of air

and sea freight as well as local distribution structures and special transport equipment. “The AirTextainer has proved to be a great success in transporting hanging garments. It allows crease-free deliveries without any need to reload the goods even when a combination of transportation modes is used,” says Helmut Kaspers.

Asia and back

Asia is increasingly becoming a sales market for high-quality goods from Europe. Thanks to “red carpet logistics”, customers in Asia will in future also benefit from the many years of the logistics specialist’s fashion expertise and will be able to concentrate more closely on their core business. Conversely, young fashion labels that develop in Asia and that wish to gain a foothold in the European market find Logwin to be a competent logistics partner. “We perform transportation to Europe using our existing routes. Our European retail network makes it easy for the labels to gain access to the market and helps them to establish themselves in Europe,” says Helmut Kaspers. “Logwin accompanies the business expansion of emergent fashion labels from the outset and will continue to grow with them.”

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 Logwin business segment Air + Ocean is represented at over 200 locations, of which 115 are wholly-owned, on all five continents. Around 2,000 employees provide air and sea freight transport as well as specially tailored and complex logistics solutions. The focus of our international engagement is in Europe, Asia, Australia, South America and Africa. The global network is reinforced by partnerships and cooperation agreements, which include membership of the sea freight cooperation Group 99 and the air freight cooperation FUTURE.

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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