

RETAIL LOGISTICS 2.0



BRAND IDENTITY

www.blg-logistics.com

BLG  **LOGISTICS**

BLG – TRAILBLAZER IN RETAIL LOGISTICS

No compromises: the diversity of markets and abundance of offers and customer demands make top-notch logistics performance and flexibility necessary on all levels. No matter whether it involves supplying products for the stationary retail trade, developing new e-commerce concepts or performing highly complex forward and backward looking logistics processes: BLG guarantees customized solutions, good communication and individual design.

★ Assuming responsibility

- ★ Incorporating the sustainability philosophies of our customers into the logistics processes
- ★ Practicing our own responsibility concept
- ★ Shaping business processes in line with economic and sustainability aspects

IDEAS

★ Mastering processes

- ★ Operational excellence
- ★ Tailored solutions
- ★ Scalable processes
- ★ All aspects of the logistics service
- ★ Verifiable success
- ★ High quality standards
- ★ Implementation of high-tech and low-tech solutions

PROGRESS

★ Shaping processes

- ★ Standard process modules
- ★ Developing IT solutions
- ★ Drawing up material flow concepts
- ★ Providing project management
- ★ Institutionalizing continuous process improvement

CHANGE

★ Building trust

- ★ Long-term contact
- ★ Intensive intermeshing with customers
- ★ Emotional binding
- ★ Transparent processes
- ★ Very well trained and motivated staff

TRUST

“Retail Logistics 2.0” is our approach for consistently working with the latest technology and tools, i.e. always a step ahead ... It is an affirmation of efficiency that is supported by four main pillars: trust, progress, change and ideas. They are so important to us that we have made them the key guidelines for our corporate communications. On the following pages we want to show you what they can mean for your business processes.



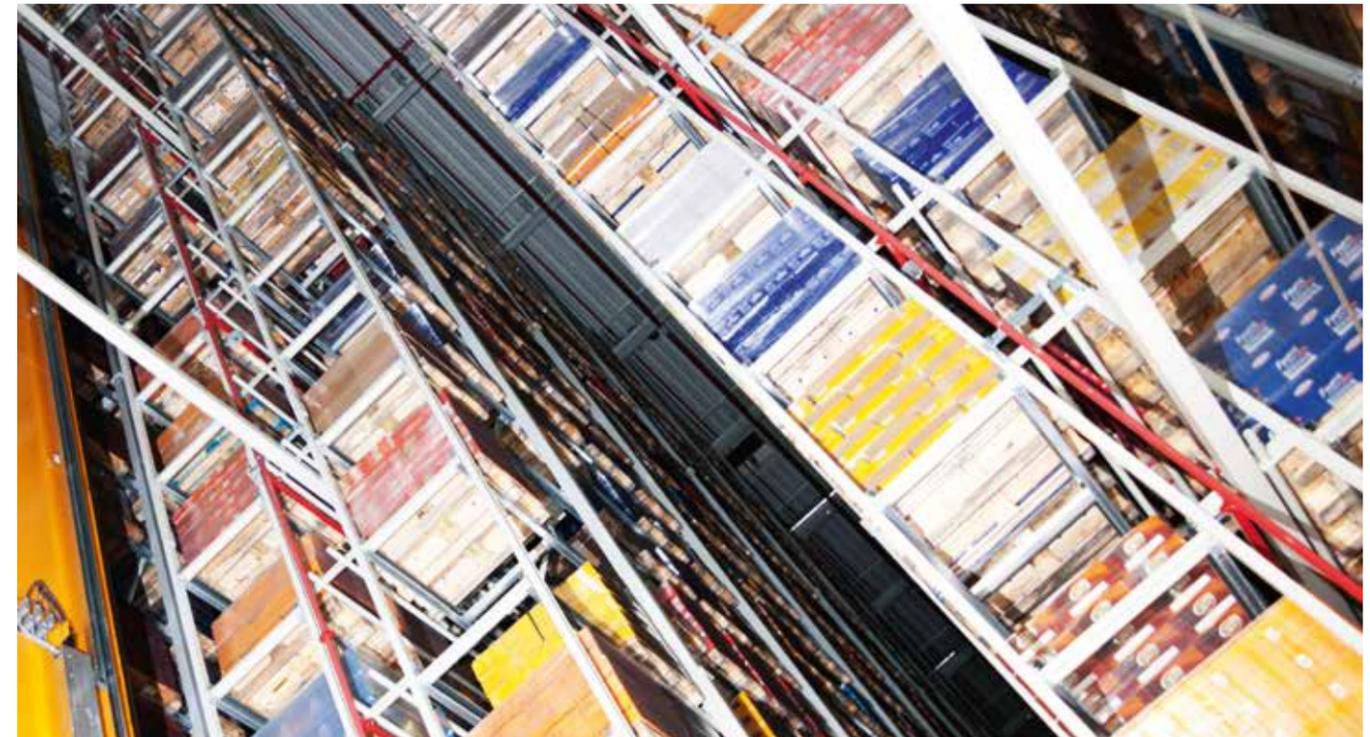
RETAIL LOGISTICS FOR STRONG BRANDS

Brands offer distinguishing features and unique selling propositions, they underline common features as well as convey a good feeling and security. Brands create trust, fascinate and move. That means, however, the products first have to be moved to the customer. It also makes it important to bundle procedures and competencies skillfully as well as develop concepts and implement solutions in a targeted manner. These activities hold a fascination that motivates and spurs our staff to extend its qualifications even after many years of intensive experience. This commitment builds trust. Our incentive is to earn this trust – again and again.



RETAIL LOGISTICS 2.0 IN THE FOOD SEGMENT: AN EXTRA PORTION OF THE FUTURE

Food products are sensitive goods. Handling them as carefully as fresh eggs is our job in all logistics procedures. Whether storage, consolidation and cross-docking, order picking and distribution or disposal from the outlets: wherever and whenever, BLG LOGISTICS stands for high quality standards. That applies to hygienic requirements as well as to maintaining cold chains across all process levels. In addition, we integrate both manual and automated procedures, ensure batch tracking and monitor the best-by date. These are services to the taste of our customers and to the benefit of the food products they receive.



AND NOW TO ADVERTISING

Retail logistics 2.0 in the food sector provides support when it comes to presentation of the goods at the POS. The range of services includes co-packing activities like setting up and stocking displays, floor stands, CHEP pallets right through to shelf cartons. There are no limits to our sales orientation: if required, we modify and label packaging according to specific country needs for the respective market. At the same time we are able to determine the respective inventory range thanks to appropriately developed IT structures and, among other things, produce the desired advertising tools on our own.



RETAIL LOGISTICS 2.0 IN THE NONFOOD SEGMENT: DOWN TO THE LAST DETAIL

Markets have their own timing: sometimes additional quantities are suddenly in demand because of a successful advertising campaign, sometimes demand sinks into the summer doldrums; sometimes it's necessary to prepare products for entirely different markets at short notice. Our FMCG and SMCG* concepts are stable and, at the same time, flexible enough to be perfectly matched to such dynamics. As a provider of large parts in the supply chain, as a specialist for the operation of individual locations or individual procedures or as a consultant, such as for realignment, we support clients in diverse sectors.

Thanks to this versatility and many years of experience, we optimally reduce the client's work load on all levels: through perfect operational services (receiving, storage, value added services, order picking, shipping) and by handling upstream and downstream activities, including customs clearance and managing container pre-carriage and post-carriage movements.

** Fast Moving Consumer Goods & Slow Moving Consumer Goods*



RETAIL LOGISTICS 2.0 IN THE FASHION INDUSTRY: BECAUSE PERFECTION IS NEVER OUT OF FASHION

The fashion world – by definition a symbol of rapid change – requires logistics that not only follows the quick changes in trends and collections, but even stays a step ahead of them. BLG Retail Logistics 2.0 develops the dynamics necessary for this down to a tee. In doing so, we provide complex solutions for service, handling, IT and technology. This embraces all preparatory and value added services essential for tailored logistics in the field of fashion: starting with labels and price tags all the way to quality assurance and even small but decisive extras like spot removal and sewing work.



RETAIL LOGISTICS 2.0, E-COMMERCE SOLUTIONS: TO GET MORE CUSTOMERS ON THE WEB

Customers shop the way they want and where it's most convenient – more and more frequently on the Internet. Online shoppers expect quick delivery and a smooth, reliable procedure for making payment, returning products and refunds.

To meet these demands, we develop for our customers comprehensive concepts that turn a marketing approach in the virtual world into really good business: suitably modeled logistics systems



and procedures as well as appropriately shaped processes, warehouse management systems and technical solutions that efficiently map forward and backward looking steps. Always geared to the volume and needs of the respective business model, from compact manual to fully automatic multichannel operations, ensuring reliable processing, short throughput times and long-lasting success.



PROCESS AND PROJECT MANAGEMENT – PLEASANT SIDE EFFECTS

Being successful part of the time is not enough. BLG Retail Logistics 2.0 therefore supports and looks after customer projects on a holistic basis. It plans logistics systems according to need, implements new logistics structures and manages business transfers – from the first talk to commissioning. Experienced project teams, put together individually for each specific job, familiarize themselves with all internal procedures on the customer side.

They develop new, constantly transparent solutions, exploit potential in logistics and thus directly boost the customer's market position. At the same time experienced process managers consistently optimize procedures and create control tools for performance, costs and quality so that changes always turn into improvements.

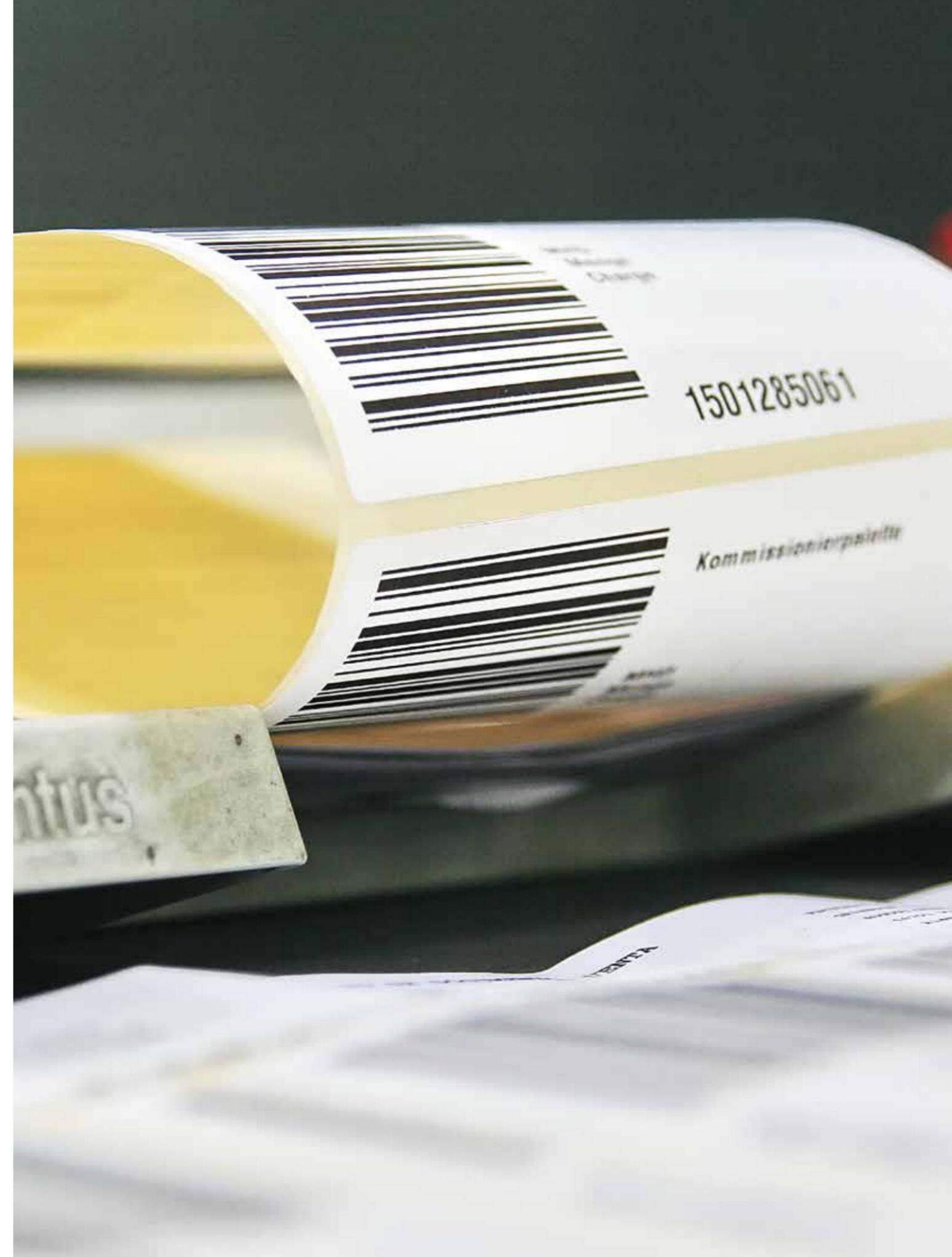


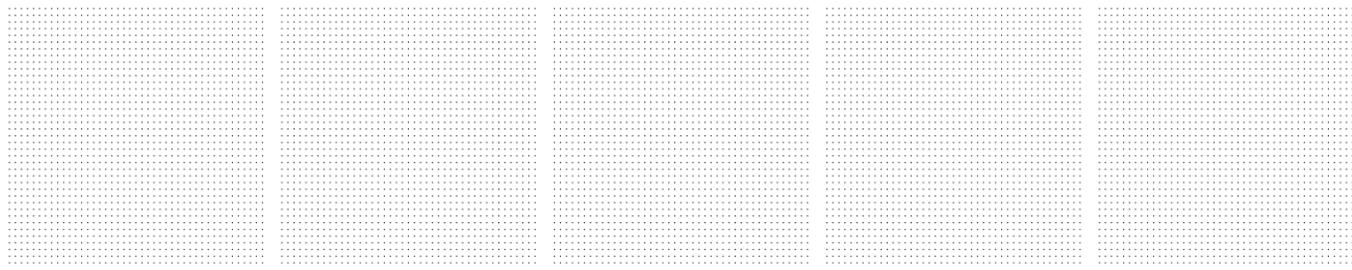
TECHNOLOGY: PROGRESS IN EVERY DETAIL

Modern flows of goods depend more than ever on modern technology and experts who successfully harmonize technical, logistic and economic aspects. BLG Retail Logistics 2.0 is specialized in this. In joint projects with Operations and the manufacturers the Engineering and IT Departments develop technical facilities, install control software, conduct functional, safety and acceptance tests and set the system into operation. It is not the complexity of the project – from simple conveyor belts to fully automatic high-bay warehouses – that plays the key role, but smooth operation and maximum failsafe performance.

IT: RETAIL LOGISTICS IN TOP FORM

Nowadays the product flow and the data flow are inseparably linked. But to function together smoothly, they have to be perfectly matched to each other. To this end BLG Retail Logistics 2.0 develops efficient IT solutions, including planning, modeling, introduction, support and optimization. It all starts with the development of a material flow design that maps all processes, even the upstream and downstream procedures, in performance specifications and synchronizes them. In this preliminary phase it becomes clear whether a standard solution is operationally and economically more favorable for the customer's business model or a customized development. Either a greenfield IT solution, consolidation of heterogeneous IT structures or optimization of existing IT landscapes may be conceivable and feasible. What the systems cost and accomplish is stipulated in service level agreements that are subject to active central monitoring and reporting. Perfect interaction of transparency, experience and know-how controls the material flow and keeps it in motion as desired.

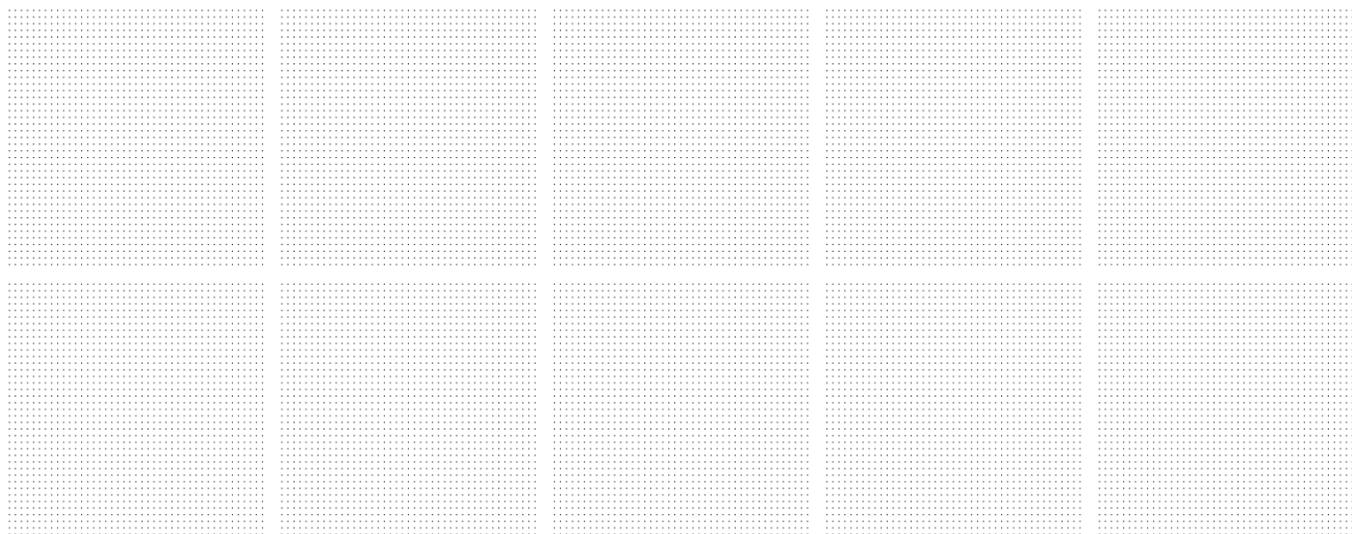




WE ASSUME RESPONSIBILITY

In many ways it is an obligation of the company to look beyond the business segment itself and incorporate economic, social and ecological aspects. Assuming responsibility in this sense is one of BLG's fundamental values.

We are committed to education, the environment and social issues, employee rights and health – with a positive impact on the motivation and performance of our staff. Furthermore, we attach great importance to sustainability because “soft facts” in this field increasingly turn into hard economic facts. After all, sustainability aspects nowadays have a significant influence on the decision to buy and thus on the success of our customers, whom we want to actively support in their responsible economic activities.

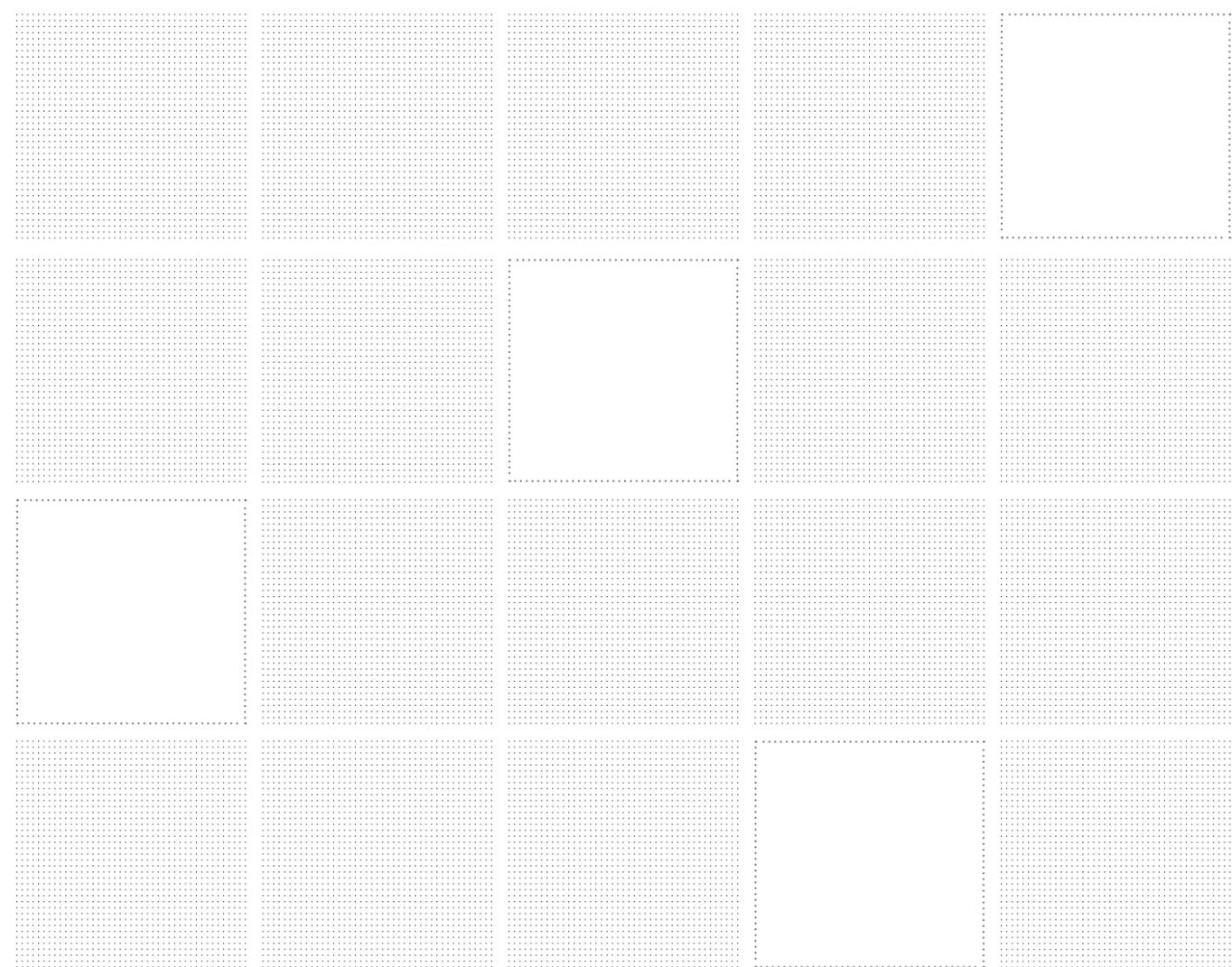
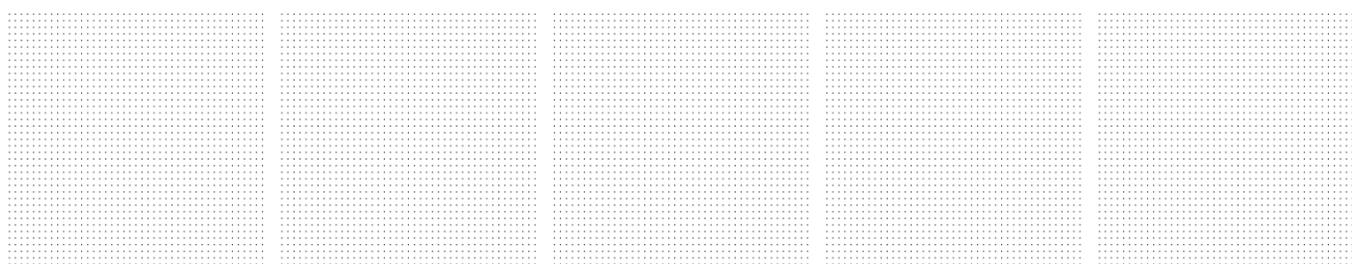




OUR PROFILE: TRUST, PROGRESS, CHANGE AND IDEAS

The parent company BLG LOGISTICS – founded in 1877 – has developed from a local port operator into an international logistics company. The know-how and financial stability of the BLG Group enable BLG Retail Logistics to offer end-to-end logistics solutions. Operating in partnership with our customers ensures long-term relationships.

We invite you to find out more about us and our services on the spot – and about the practicable solutions we would like to present you.





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