

PRESS RELEASE

New company Brands Logistics GmbH launches

Brands Fashion has spun off its logistics operations!



Buchholz, January 2022 | Brands Fashion is one of the market leaders for sustainable corporate workwear in Europe, and as a subsidiary company of Brands Fashion family, Brands Logistics has commenced its logistics operation in Buchholz, Germany.

For many years, the world of logistics has not only grown up across the globe but also experienced undergoing extensive changes. Aiming at facing logistical challenges and optimising work processes as much efficiently as possible, Brands Fashion has spun off its logistics operations into a new subsidiary company. Since 1 January, Brands Logistics GmbH has taken over charge of e-commerce and fulfilment, taking on the logistics functions for a variety of online stores and marketplace merchants.



Frank Blankertz (left) and Peter Böttcher

From goods receiving, storages, picking, shipping to return processing, Brands Logistics is providing support to many brands for getting success in the world of e-commerce. The new company is led by Frank Blankertz (COO), former in charge of logistics with Brands Fashion, and Peter Böttcher (CEO), who has moved over from the parent company Jebesen & Jessen. Developing logistics fit for the future demanding innovative solutions, as Managing Director (MD) Peter Böttcher points out: “It’s impossible to solve the challenges in logistics without a new mindset.”

The company has two warehouses, one located at the Brands Fashion headquarters in Buchholz in der Nordheide and the other one located at Zachow in Mecklenburg-Western Pomerania. In total 35,000 square meters of storage space offers over 20,000 pallet spaces and more than 100,000 pick & pack spaces for storing SKU. The warehouses are also fitted out with state-of-the-art technology. “From the moment of receiving goods to return processing, entire processes are fully digital, based on barcodes and mobile data capture”, explains MD Frank Blankertz. Thanks to the two warehouses, where up to 7,500 parcels can be shipped on a daily basis.

Along with its parent group Brands Fashion and other subsidiaries, i.e. Brands USA, Clothing Network and GoJungo, the new company will be a part of the Brands family.

About Brands Fashion:

Brands Fashion is the market leader for sustainable corporate workwear in Europe. This textile pioneer has been developing high-quality and fashionable workwear for well-known companies in Europe and the USA since 2002. A wide range of private label, merchandising and promotional items belong to its portfolio. Its clients' individual requirements are at the heart of its work. Brands Fashion is a one-stop solution provider, from creative design and market-oriented product development through to global online store solutions. Logistics operations are being operated by Brands Logistics GmbH, an independent subsidiary. In 2019, Brands Fashion has founded GoJungo GmbH in partnership with the Danish company Scan Thor. As an innovative platform, the start-up company takes over the complex and time-consuming processes involved in successfully selling on online marketplaces for brands, particularly textile companies. Find out more at www.brands-fashion.com

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