



Levallois-Perret

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GEODIS, A NEW LOGISTICS PARTNER FOR GIORDANO VINI

Since July 1st 2016, GEODIS in Italy officially launched its logistics and transportation partnership with Giordano Vini, after the takeover of its Transport and Logistics business unit.

Giordano Vini, a leader in the sector of direct sale of wine, now owned by IWB (Italian Wine Brands) the first Italian wine Group to be publicly traded on the Stock Exchange, has chosen GEODIS as logistics provider for its whole supply chain and transportation management.

GEODIS, through its Contract Logistics Line of Business has implemented in Italy a range of personalized services to support Giordano Vini's e-commerce business. 90 GEODIS employees are now supporting Giordano Vini's business in a 39,000 sqm warehouse.

This significant partnership also includes the transport network management in Italy as well as in Europe where Giordano Vini aims at developing its business.

"The beginning of the collaboration with Giordano Vini is a source of pride" - says Francesco Cazzaniga, Managing Director of the Contract Logistics Line of Business of GEODIS in Italy – "not only because this historical company, leader in its sector, recognizes us as a valuable partner to enhance their business, but also because there is a complete sharing of values, tradition and constant search for quality and innovation. To meet this logistics challenge, we at GEODIS, have been to fully understand the needs of Giordano Vini."

"We chose to entrust GEODIS in Italy for the entire management of our logistics" - states Mario Resca, President of IWB - "to take advantage of its solid expertise in the eCommerce sector, one of its main focuses, upon which the new Giordano Vini business model will be based, increasingly oriented towards the customer and to the growth in the European market."

GIORDANO VINI – www.giordanovini.it

Giordano Vini has been producing wine since 1900, initially for a small and loyal customer base, then in 1950, thanks to the intuition of Ferdinando Giordano to abandon the traditional distribution chain in favor of direct contact with the customer, by excluding intermediaries for the benefit of the customer, Giordano Vini launches a direct sale model to the final consumer, transforming the Giordano family business in a dynamic business reality.

Giordano Vini represents one of the largest realities in the direct sale of wine, exporting not only on national territory, but also throughout Europe. From commitment and business passion arises a wide assortment ranging from classic "controlled origin" and "controlled quality and origin" Langhe's guaranteed label products, to the excellent Apulian wines produced in Torricella and includes many of the most famous Italian wines from the most favorable regions. At the end of 2014 Giordano Vini becomes part of IWB - Italian Wine Brands, together with Provinco Italia, the first Italian wine group to be quoted on the Stock Exchange.



GIORDANOVINI.IT
L'ECCELLENZA DEL VINO QUOTIDIANO

GEODIS – www.geodis.com

GEODIS is a Supply Chain Operator ranking among the top companies in the field in Europe and the World. GEODIS, owned by SNCF Logistics, which in turn is a business line of the SNCF Group, is ranked as the number four logistics provider in Europe and number seven at a worldwide level. GEODIS is also listed as a “Leader” in Gartner’s 2016 Magic Quadrant of Worldwide 3PLs. GEODIS’ reach includes a direct presence in 67 countries and a global network spanning over 120 countries. With its five Lines of Business (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport), GEODIS manages its customers’ Supply Chain by providing end to end solutions enabled by over 39,500 employees, its infrastructure, its processes and systems. In 2015, GEODIS recorded €8 billion in sales.

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