



Press release

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LEVALLOIS-PERRET

BUSHNELL EXTENDS ITS RELATIONSHIP WITH GEODIS BY SIGNING A NEW 4-YEAR CONTRACT

GEODIS and BUSHNELL have signed a new 4-year contract for all logistics services and flow management to more than 9,000 points of sale located in France, Italy, Spain and Portugal. This new contract strengthens the collaboration which began between the two companies in 2008.

BUSHNELL is a leader in sports and leisure optics and sells binoculars, riflescopes and precision equipment for golf and hunting. Bushnell belongs to the American group VISTA OUTDOOR which also markets other major brands on the leisure equipment market (Bollé, Cébé, Sérengeti Giro, Bell, etc.).

To support BUSHNELL in its continuing growth, GEODIS has adapted its infrastructure and designed a solution to be able to meet the rise in volumes, in particular the flows connected with seasonal peaks and the acceleration of e-commerce sales.

In a new 20,000 sqm bonded warehouse, located at Saint-Quentin Fallavier in Isère (France), GEODIS is responsible, on behalf of BUSHNELL, for reception, warehousing, preparation of orders and management of distribution for all its products intended for open air activities. On this site, GEODIS also manages all the brand's e-commerce activities. In 2016, 90,000 orders representing 10 million items will be processed on this site.

Laurent Parat, GEODIS Executive Vice President Contract Logistics, emphasizes "the trust granted to us by BUSHNELL highlights our capacity to support our clients in their development. Thanks to GEODIS' expertise in the e-commerce sector, we are offering our client tailored services adapted to its specific challenges, notably in terms of warehouse management and flow management."

GEODIS – www.geodis.com

GEODIS is a Supply Chain Operator ranking among the top companies in its field in Europe and the World. GEODIS, which is part of SNCF Logistics, which in turn is a business line of the SNCF Group, is the number one Transport and Logistics operator in France and ranked number four in Europe. The international 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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