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LEVALLOIS-PERRET



# press release

## GEODIS SUPPORTS KAPORAL'S DEVELOPMENT

**A logistics partner of the Marseille-based jeans maker since 2008, GEODIS contributes to KAPORAL's success with logistics services specially designed for the brand.**

GEODIS and KAPORAL have signed a new four-year contract for all the brand's logistics operations at the GEODIS warehouse at Grans, 50 km north of Marseille, France. GEODIS will receive and warehouse merchandise and prepare orders for the 1,600 points of sale in France in a 12,000-sqm dedicated area at its logistics campus there. GEODIS will also prepare KAPORAL's online orders, amounting to several thousand articles a day, at the Grans facility. GEODIS will handle a total of 10 million textile garments there each year.

To provide KAPORAL with high-quality services geared to boosting its growth, particularly in the e-commerce sector, GEODIS has revamped the entire warehouse, invested in special equipment, and completely re-engineered its processes.

Facilities at the warehouse, which is staffed by 50 people, have been scaled to react quickly and adapt smoothly to the seasonal peaks inherent in KAPORAL's business like the sales periods and end-of-year holidays. The infrastructures in particular have been sized to keep pace with the highly successful jeans maker's growth.

### **GEODIS – [www.geodis.com](http://www.geodis.com)**

Supply chain operator and subsidiary of SNCF Logistics, GEODIS is a global Transport and Logistics company. Through its ability to overcome logistical constraints and coordinate the different steps of the logistics chain (Supply Chain Optimization, Freight Forwarding (air and sea), Contract Logistics, Distribution & Express, Road Transport), GEODIS serves as its clients' growth partner by offering them tailored solutions. With over 38,000 employees in over 67 countries, the Group constantly innovates to improve its performance and that of its customers. GEODIS reports €8 billion in revenue.

### **KAPORAL – [www.KAPORAL.com](http://www.KAPORAL.com)**

Founded in 2004, in the heart of the Marseille denim basin, Kaporal has built its image on distinctively styled jeans with instantly recognizable details. With creativity renewed year after year, the brand has left its mark on all aspects of ready-to-wear, offering stylish clothing for men and women between the ages of 16 and 35 as well as for children, who are attracted by its original, boldly designed apparel offered at affordable prices. Today, with over 100 stores and 1,600 points of sale in France and abroad, Kaporal has become a leading fashion brand in the countries where it is present. Now entering its second decade, the brand has new ambitions and is taking off for new horizons.

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