

JUNE 30, 2016
LEVALLOIS-PERRET



press release

PLAYMOBIL PLACES TRUST IN GEODIS FOR THE TRANSPORTATION & DISTRIBUTION OF ITS TOYS

GEODIS has just signed a partnership agreement with PLAYMOBIL FRANCE to deliver toys from its warehouse in Germany to its entire network of dealers in France.

The 3-year contract covers the conveyance of toys from a central warehouse in Bavaria, to all French retailers. Over 20,700 shipments (57,800 pallets) are set to leave this warehouse every year, not counting operations during the Christmas peak period, which will be covered by dedicated transport plans.

The Road Transport Line of Business at GEODIS is responsible for transporting the goods from Germany to France while its Distribution & Express Line of Business deals with final delivery to Playmobil's client stores.

To guarantee Playmobil gets top quality service tailored precisely to its needs, GEODIS has set up a steering unit within its GEODIS Paris Europe agency, whose role is to orchestrate all flows (part loads, full loads and parcel service) as well as coordinate relations between different parties.

"This contract demonstrates how we can simplify our customers' logistical constraints by providing end-to-end solutions for their supply chain. The key to gaining Playmobil's trust was our Road Transport teams' expertise in full loads, combined with the distribution know-how of our Distribution & Express Line of Business" explains Olivier Mélot, Executive Vice-President, Distribution & Express at GEODIS.

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 revenue.

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