

JANUARY  
16,  
2019  
LEVALLOIS



# press release

## Ecommerce: GEODIS, Launches Partnership in the US with Project Verte to Empower Small-and-Medium-Sized Brands with Ecommerce and Fulfillment Capabilities

**Utilizing goods-to-man robotics, blockchain technology, and advanced fulfillment capabilities, the collaboration helps businesses scale, while enhancing the consumer experience.**

Ecommerce continues to grow at record rates. From 2015 to 2021, *Statista* predicts that ecommerce will increase from 7.4% to 17.5% of overall global retail sales. However, as brands continue to grow their online sales, connection with consumers becomes difficult and even more important.

In order to address brand challenges sellers face in online marketplaces, GEODIS is partnering in the United States with Project Verte, an ecommerce platform using proprietary software and blockchain technology to provide brands a transparent and community-driven marketplace. This collaboration allows GEODIS to help small-and-medium-sized brands boost their ecommerce capabilities and fulfillment needs.

"While we traditionally focus on enterprise clients, we recognize the growth opportunities for growing brands to connect with their consumers online," says Jerry McDonald, SVP of retail at GEODIS Americas. "We have been looking for the opportunity to work with small-and-medium sized brands, and are thrilled to combine Project Verte's ecommerce and fulfillment platform with our operational expertise and global footprint."

Working with GEODIS, Project Verte has opened their first 750,000 sq. ft. automated fulfillment center in Atlanta, Georgia with immediate plans to expand. The operation uses a variety of innovative technologies within the warehouse, including goods-to-man robotics that provide a scalable warehouse operation for growing brands.

"Project Verte is shaping the next generation of consumer-business relationships through our community-based ecommerce ecosystem," said Julian Kahlon, Project Verte CEO and Founder. "Our technology is uniquely built to give small-and-medium-sized businesses the tools they need to innovate, create, and grow in the present and future state of ecommerce. This partnership with GEODIS helps propel us into the forefront of the ecommerce industry."

GEODIS and Project Verte have officially announced their partnership at NRF 2019 Retail's Big Show, which held in New York City from January 13 to 15.

# press release

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

GEODIS is a top-rated, global supply chain operator recognized for its passion and commitment to helping clients overcome their logistical constraints. GEODIS' growth-focused offerings (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport) coupled with the company's truly global reach thanks to a direct presence in 67 countries, and a global network spanning 120 countries, translates in top business rankings, #1 in France, #4 in Europe and #7 worldwide. In 2017, GEODIS accounted for over 40,500 employees globally and generated €8.1 billion in sales.

## **PROJECT VERTE – [www.projectverte.com](http://www.projectverte.com)**

Project Verte is an ecommerce ecosystem that uses technology to create a participatory community, helping people and businesses achieve satisfaction™ through secure and easy-to-use tools. Throughout 2019, the company will launch a suite of proprietary software tools. To date, Project Verte is one of the lead investors in [GreyOrange](#) Series-C funding round of \$140 million. GreyOrange is the global leader in AI-powered robotics systems for flexible automation across fulfillment centers and supply chains.

## **PRESS CONTACT**

Anaelle Ferrand  
GEODIS – Communications Department  
+33 (0)1 56 76 27 72  
[Anaelle.ferrand@geodis.com](mailto:Anaelle.ferrand@geodis.com)