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LEVALLOIS-PERRET



press release

GEODIS wins contract with the Californian electrical bikes company “Super73”

Super73, a California-based designer and manufacturer of electric bikes has awarded GEODIS a 3-year contract to support its market growth in Europe and the Middle East. GEODIS’ responsibilities will include customs brokerage, warehousing, value-added services (for instance the attachment of seats) and European distribution to retail outlets and consumers and export shipments to the Middle East and Africa, from multiple GEODIS facilities in Europe.

The demand of e-bikes has soared in recent years and Super73 has grown rapidly. The brand is very well established in the US and is quickly gaining popularity in Europe and the Middle East. There has become a need for a logistics partner that could help take advantage of this potential and accelerate market growth. By combining the Group services of Contract Logistics, Freight Forwarding and Distribution & Express and integrating them on a single online platform (IRIS*), GEODIS is able to provide Super73 with maximum supply chain visibility.

“Super73 presented us with a challenge that enabled us to show and utilize our full scope of services” – says Mark van den Assem, Managing Director of GEODIS in the Benelux. “It demands the successful cooperation of not only GEODIS’ multiple lines of business and country operations, but also a new creative integration of warehouse management systems with other applications.”

“We understand the complexities of developing new markets, particularly the logistics of supplying new customers not just with a superior product but with an efficient and reliable supply line. For a startup like ours, scalability is the name of the game, and we found in GEODIS a devoted team of logistics professionals focusing on just that.” says Nicolas Danan, the General Manager of Super73 Europe.

“GEODIS makes it easy for us as they provide the whole spectrum of transport, warehousing, and distribution services all over European Union and the UK.“, adds Fabian Hardjoprajitno, Operations Manager of Super73 Europe.

Super73 is another brand with an environmental conscience to have chosen GEODIS as its logistics partner.

*IRIS gives GEODIS customers information on the real-time status of their shipments.

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GEODIS – www.geodis.com

GEODIS is a top-rated, global supply chain operator recognized for its 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, #6 in Europe and #7 worldwide. In 2020, GEODIS accounted for over 41,000 employees globally and generated €8.4 billion in sales.

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