

CEVA expands Consumer & Retail sector portfolio as Arlec enters UK market

Hoofddorp, the Netherlands 14 December, 2016 – CEVA Logistics, one of the world's largest supply chain management companies has won an evergreen contract with Arlec, the Australian owned designer and manufacturer of electronic and electrical products for the DIY (do-it-yourself) market, part of the Consumer & Retail sector. Under the deal, which is effective immediately, CEVA will provide warehousing, storage and relabeling services to Arlec from its multi-user site at Mendlesham in Suffolk (United Kingdom).

Arlec has previously designed, marketed and sold high-quality electrical and electronic products only in Australia and New Zealand and its entry into the UK market will enable it to serve its customer Homebase, now owned by Bunnings of Australia. Of the inbound traffic to be handled under the new contract, 95% will be brought to the UK via ocean freight with 5% coming in by air for CEVA to then store and distribute.

"CEVA's implementation of this supply chain solution demonstrates our commitment to new customers in an area where we have considerable experience and expertise," says CEVA's Executive Vice President Michael O'Donoghue. "Arlec's product range is constantly developing and we have put in place a range of flexible options to ensure we can meet their future development."

CEVA has a long-established tailored approach for companies in the DIY sector globally and has wide experience in managing inbound electronic and electrical products requiring a range of added value services.

Balu Jega, Managing Director of Arlec Australia adds: "We are delighted to have partnered with CEVA for our entry into the UK market. The Mendlesham facility is ideally located to manage both our inbound air and ocean product lines. CEVA's ability to provide cost effective and flexible storage solutions combined with their experience in managing ranges of Far East imported products means that our entry into this new market couldn't have gone more smoothly."

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