

## **Global leader in Fashion Footwear starts cooperation with global Fashion & Lifestyle Logistics Service to further expand their presence in Europe**

**21 august 2017 - Today, Bleckmann Fashion & Lifestyle Logistics, a leader in fashion and lifestyle logistics and BEARPAW celebrate the start of their cooperation. From this moment Bleckmann will manage BEARPAW in their full supply chain needs: from inbound and warehousing till B2B and B2C deliveries.**

BEARPAW, established in 2001 by Tom Romeo, has the intention of redefining casual footwear by utilizing sheepskin, nature's own technical fabric, to create comfortable and stylish shoes. In one of the most competitive footwear market segments, BEARPAW has carved out a niche area by providing customers comfort, quality and style, using the highest standards of craftsmanship. Nowadays, BEARPAW is available throughout the United States and in over 45 countries around the world.

John Pierce, President of BEARPAW, explains the choice for Bleckmann the new cooperation with: "We have been immensely successful in expanding our presence in North America. Now it is the right time to further expand our efforts to creating a sturdy base in Europe. With existing partners across Scandinavia, Baltics, and throughout Central and Eastern Europe, new partners from various companies are being put into place to service markets of Western Europe for the Fall 2017 season. To accomplish that, we were looking for a company with a long history of providing logistic solutions specific to our company's needs. Bleckmann has a very extensive background in SCM and is well respected within the global fashion and lifestyle industries. Their approach to providing a high standard of service is aligned with BEARPAW's mission to bring quality and fashion forward footwear to an increasing international customer base. "

Also Robert Kiewik, Director Sales of Bleckmann is delighted with the fact that Bearpaw have chosen Bleckmann as its logistics provider in support of their strategy for international development in Europe. Kiewik explains: "The entrepreneurship of the Bearpaw team entirely matches our own approach. There is a real camaraderie and spirit amongst the Bearpaw team and our shared vision for future growth will benefit both companies in the long term. We look forward to a long lasting and successful partnership."

--- Notes to Editors ---

**About BEARPAW:** Tom Romeo founded the BEARPAW brand in 2001 with the intention of redefining casual footwear by creating comfortable, stylish and fashion forward footwear. BEARPAW has carved out a niche area by providing customers with comfort and sensibility to set itself apart. From slippers to boots to casual footwear, only the finest materials are used to produce BEARPAW Footwear. By using the highest standards of craftsmanship BEARPAW can deliver the most stylish footwear while ensuring complete comfort. BEARPAW is available at Macy's, Famous Footwear and DSW.

More information: Kevin McDonald, VP, International, [kevin@bearpawshoes.com](mailto:kevin@bearpawshoes.com),  
[www.bearpaw.com](http://www.bearpaw.com).

**About Bleckmann:** Bleckmann is a leading service provider in Supply Chain Management solutions for the fashion and lifestyle industry. Founded in 1862 as a transport supplier for the textile industry, we have evolved into an end to end partner of choice by continuously developing supply chain innovations for both global and regional fashion and lifestyle brands. The dynamic environment of our customers and their focus on e-commerce activities require very agile, flexible and fast solutions. We enable them to fulfil their customers' needs by providing omni-channel fulfilment services.

More information: Loes Windt, Marketing & Communications, +31 (0) 613181560,  
[www.bleckmann.com](http://www.bleckmann.com).