

Please find here a news release issued today by SEKO Logistics:

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# SALTROCK SETS AMBITIOUS 'BRICKS TO CLICKS' GROWTH TARGETS IN PARTNERSHIP WITH SEKO LOGISTICS

British lifestyle brand Saltrock is using **SEKO Logistics'** fulfilment and freight forwarding solutions to help spearhead its retail expansion through both its traditional 'bricks and mortar' stores and with global customers buying its products online.

Founded in Cornwall by two brothers printing t-shirts to fund their passion for surfing, Saltrock targets coastal audiences purchasing beach lifestyle clothing and accessories and has experienced rapid growth throughout its 25 years+ of trading. It has opened 26 new stores in the last 12 months taking its total number of retail outlets to 42, and plans to double its high street presence to nearly 80 stores in 2016. Incorporating a multichannel approach, Saltrock has also launched a new online retail presence that will enable the brand to reach out to its growing international customer audience from Q4 2015.

SEKO Logistics is providing fulfilment services for Saltrock's 15-20,000 orders a month at its new 152,000 sq. ft. logistics centre in Milton Keynes. Since the start of the contract, it has also been awarded the freight forwarding contract to manage air and sea freight movements from Saltrock's major suppliers in China and India.

With the launch of its new online sales channel and a big investment in TV advertising, Saltrock plans to take



advantage of SEKO's proven expertise in ecommerce supply chain management to support in ambitious growth plans with customers in Europe, the U.S. and Australia.



Dean Townsend, Director of SEKO Logistics, said: "Saltrock is a great business that continues to achieve exceptional growth and wants to give its customers

multichannel ways to buy products, both in the UK and globally. The big advantage for Saltrock in working with SEKO is that we give them the scalability to ramp up their sales and order fulfilment to the global market alongside our proven freight forwarding expertise, while our technology provides full visibility of their supply chain from the moment they place a purchase order with a supplier."



Saltrock's Head of Digital and Marketing Richie Jones said: "Saltrock needed a fulfilment and freight forwarding solution that could both manage our current multichannel business efficiently and grow with us as we expand. We chose SEKO as the system has excellent international capabilities and we have every confidence that the business is perfectly placed to manage Saltrock's growing requirements."

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# News Release

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## **ABOUT SEKO LOGISTICS**

We provide a suite of logistics services which enable you to use your supply chain as a competitive differentiator. As a customer centric organization, we are powered by the expertise of our people and our in-house-developed, best in class, customizable technology. It is this combination which gives SEKO its strength.

With over 120 offices in 40 countries worldwide, SEKO's unique shareholder management model enables you to benefit from our specific industry sector expertise, coupled with vital in-country knowledge and unparalleled service at the local level. This unique model provides you with:

- Hands-on service and support
- Personal relationships
- Creative, customized solutions
- Responsiveness and reliability
- Flexibility and consistence

We have a flat management structure, with just three layers between you and the CEO, making us 'fast on our feet' in delivering solutions that can meet your exact requirements. This lean and nimble structure increases our decision-making speed and gives us an ability to implement customized solutions which far exceed those of our competitors.

**For more information visit our website [www.sekologistics.com](http://www.sekologistics.com)**