

## **SMEG UK AWARDS CONTRACT TO APPLIANCE DELIVERY SPECIALIST, YUSEN LOGISTICS**

Award winning appliance manufacturer Smeg UK ([www.smeguk.com](http://www.smeguk.com)) has awarded Yusen Logistics UK the nationwide retail and trade distribution for their complete product range in a strategic move to support their growth plans.

Smeg UK, renowned for their iconic Italian designs, has partnered with domestic appliance specialist Yusen Logistics ([www.yusen-logistics.com](http://www.yusen-logistics.com)) to further enhance their supply chain offering. Yusen Logistics has designed a tailored solution specifically catered for the appliance industry, offering greater reliability and regularity of delivery, with a focus on minimising touch points and delivering a high quality service.

The entire Smeg range, from small & major domestic appliances to commercial and medical units, is handled through Yusen Logistics' dedicated appliance crossdocking facility; where collections from Smeg UK's warehouse are consolidated and optimised for fast onwards delivery across the UK and Ireland. This is coupled with Yusen Logistics' industry leading KPIs, that drive exceptional levels of service throughout the operation to deliver to the high standards Smeg UK's customers expect. The announcement comes at a time when Smeg has also restructured its Portsmouth based warehousing operation, bringing it back in-house.

Mike Giddings, Managing Director for Smeg UK, commented: "This is an important step for us as we look to enhance and expand our service offering. Yusen Logistics has a proven track record for delivering premium brands at premium service levels in the appliance industry, and we have already seen improvement in the operation which we look forward to continuing."

Nick Rees, Commercial Director for Yusen Logistics UK, further added: "We're excited to be representing such an industry leading brand. Smeg UK is known for their iconic style and premium brands, and it's great to be able to support them to ensure the delivery of their products reflects this."

Selected for their high levels of expertise and experience, Yusen Logistics now adds Smeg UK to their impressive portfolio of other industry leading brands, providing a bespoke service tailored to their customers' needs.

**ENDS**

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**NOTES TO EDITORS**

### **Additional notes and information**

Additional notes and information text here.

### **About Yusen Logistics**

A division of Yusen Logistics Co. Ltd, Yusen Logistics (Europe) BV is headquartered in Amsterdam, The Netherlands. Yusen Logistics (Europe) BV employs 5,500 people and is active in 17 countries across Europe, operation from 82 facilities with over 650,000 sq. metres of warehousing space. Activities focus on automotive, aerospace, retail, healthcare, technology and food logistics.

Yusen Logistics Co. Ltd. was established in 1955 and currently has over 24,000 employees worldwide at more than 550 locations in 44 countries, plus 2.6 million sq. metres of warehousing space. The company is a diversified global market leader in logistics. In 2016 the business generated annual revenues of US\$ 923 million in Europe, and US\$ 4.17 billion worldwide.

Services range from supply chain management and consulting, through to contract logistics, hazardous materials logistics and reverse logistics. In addition, Yusen Logistics provides road and rail transport, air and ocean freight forwarding, intermodal and multi-modal transport, plus customs brokerage – nationally and internationally.

Yusen Logistics Co. Ltd is a member of the Japan-based Nippon Yusen Kabushiki Kaisha group, also known as NYK – one of the oldest and largest shipping companies in the world (established in 1885). NYK is quoted on the Tokyo Stock Exchange, has a total of 37,000 employees and generates annual revenues of approximately US\$ 20 billion.

### **Enquiries**

For further information, or to schedule an interview, please contact Ellena Austin

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