

PRESS RELEASE

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Bleckmann launches Bscale - a unique logistics solution for startup and scale-up brands

Bleckmann embraces partnership opportunities with smaller businesses and introduces Bscale - an innovative logistics solution, to address the logistics needs of startup and scale-up brands. Offering the benefits of professional fulfilment at scale, the solution transforms the way startups and scale-up brands can manage their supply chains. Designed to empower smaller businesses, Bscale offers a fully digitalized, self-service logistics experience that combines agility, scalability, and cost-efficiency.

Revolutionizing Logistics for Emerging Brands

Bscale is the ultimate logistics solution for brands seeking professional support without the need for custom setups or significant upfront investment. With Bscale, brands take the lead, owning their logistics journey while benefiting from a seamless and automated process powered by a fully automated solution.

Key Features of Bscale

- **Self-Service Simplicity:** From onboarding to live operations, businesses can independently manage their logistics setup within days, streamlining what was once a time-intensive process.
- **Digital Integration:** Bscale ensures effortless integration with e-commerce platforms and marketplaces, allowing brands to expand cross-border without logistical headaches.
- **Scalability and Flexibility:** Built to grow alongside businesses, Bscale adapts to changing market demands, offering modular solutions to scale up or streamline operations as needed.
- **Professional Expertise:** Backed by Bleckmann's decades of logistics experience, Bscale delivers industry-leading support without excessive costs.
- **Automation for Efficiency:** Leveraging state-of-the-art Autostore technology, Bscale enhances operational accuracy and inventory management.

Main Benefits for Brands

- **DIY Logistics Management:** Bscale enables brands to take charge of their supply chains, fostering ownership and independence.
- **Cost Transparency:** Standardized pricing and contracts eliminate unnecessary complexity, offering predictability for growing businesses.
- **Future-Ready Design:** With a modular setup, Bscale evolves to meet emerging needs, from managing returns to comprehensive end-to-end services.

Bscale - the Perfect Fit

Bscale is tailored for startups and scale-ups that require professional logistics support without committing to custom solutions or hefty investments. Its innovative design puts brands in charge while providing the necessary tools and expertise to thrive. Whether launching a new venture or expanding an existing one, Bscale offers the perfect balance of control, flexibility, and support to

ensure success in today's fast-paced market. It's the cutting-edge logistics solution designed to empower startup and scale-up brands. Built on automation and digitalization, Bscale redefines how businesses manage logistics, offering a self-service, scalable, and cost-effective approach to professional logistics support.

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About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its customers worldwide. Around 6500 team members are ready to support Bleckmann's customers and fulfil their promises every day. With sales of 564 million euros (revenue 2023), Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit www.bleckmann.com

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