**PRESS RELEASE**

Eindhoven (NL), August 7th, 2024

**Bleckmann and Represent Nominated for Supply Chain Excellence Award 2024**

Bleckmann and Represent have been jointly nominated for the prestigious Supply Chain Excellence Award 2024, recognizing their outstanding achievements and innovations in the retail supply chain sector. This award honours excellence in procurement, sourcing, distribution, and third-party logistics (3PLs) and fourth-party logistics (4PLs) partnerships across various industries, including fashion, consumer goods, and e-commerce, within an omnichannel environment. The 28th Awards will be presented on the 28th October 2024 during a award ceremony at Grosvenor House, London.

**Bleckmann & Represent**

From the University of Salford to catwalks and clubs around the world, the world-famous luxury streetwear brand Represent knows how to turn a vision into reality. With a turnover of more than $100 million, their rise to global success has been supported by Bleckmann, an expert in supply chain management for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world.

In 2022, Represent sought a logistics partner to support their rapid growth, and Bleckmann was the logical partner of choice. With Bleckmann’s tailored end-to-end logistics solution, Represent achieved shorter lead times, more flexible ordering, and streamlined international expansion. “We couldn’t have achieved the scale that we have without Bleckmann’s highly collaborative support,” said Tom Robinson, COO at Represent Clothing. “They’ve helped us expand our operations across the UK, Europe, and beyond while reducing unit shipping costs and delivering an undeniable customer experience.”

Bleckmann and Represent are honoured to be recognized for their collaborative efforts and achievements in the retail supply chain sector, and they remain committed to driving excellence and innovation in their partnership.

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**About the Supply Chain Excellence**

Now in its 28th year, The Supply Chain Excellence Awards were launched as an initiative to recognise and reward organisations around the world that demonstrate excellence in their supply chain operations. The Awards are renowned for the rigour of the judging process which also provides valuable feedback for entrants. The key objectives of the Awards are: to recognise outstanding achievement in supply chain management, to reward those companies who have attained the highest standards and to highlight the importance of the opportunities offered by excellent supply chain management, to celebrate - as an industry - the successes of the past year and to provide a unique networking opportunity for the world’s senior supply chain professionals.

**About Represent**

Founded in 2011 by brothers George and Mike Heaton, Represent is a British luxury fashion label.

Their garments are the embodiment of relentless effort, refinement and constant progression. Each piece is the result of a meticulous design and production process, with expert craftsmanship being an unremitting factor running throughout every collection, silhouette and individual garment.

The mission is simple, to build the best brand in the world.

**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 626 million euros, Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit [www.bleckmann.com](http://www.bleckmann.com)

**Media inquiries:**

**Dorota Tankink |** Bleckmann Marketing & Communication Manager

+31 6 3012 9759 | dorota.tankink@bleckmann.com

**Gerard van der Zanden |** Bleckmann Marketing & Communication Coordinator

+31 6 2258 6914 | gerard.vanderzanden@bleckmann.com