

## PRESS RELEASE

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### **Wolk Antwerp chose Bscale solution from Bleckmann: The Plug-and-Play Logistics Solution Empowering Emerging Fashion Brands**

Wolk Antwerp, a Belgian high-end menswear brand founded in 2018, became one of the first brands to benefit from Bscale solution recently launched by Bleckmann.

Specializing in garments crafted from 99% merino wool, Wolk combines performance and luxury in machine-washable, crease-resistant pieces like dress shirts and tees. Founders Ellen Cattebeke and Joris Smeunix identified an untapped market for smart yet comfortable menswear, and their unique approach is paying off, with growing demand across Europe and the United States. But growth brought challenges. Until recently, Ellen and Joris managed logistics from their home, which quickly became unmanageable. “We were running out of space and time,” recalls Joris. “Finding a 3PL willing to work with smaller order volumes was a real challenge until we discovered Bscale of Bleckmann.”

#### **Bscale: A Game-Changer for Fashion Logistics**

With Bscale, Wolk Antwerp onboarded seamlessly, bypassing the usual volume thresholds and upfront costs. Their fulfillment operations are now based at Bleckmann’s Grobbendonk distribution center in Belgium. Wolk Antwerp take the lead, owning their logistics journey while benefiting from a seamless and automated process powered by a fully automated solution.

This automated solution optimizes space and efficiency with radio-controlled robots handling inventory in a compact cube storage setup—requiring just one-seventh the space of traditional systems. This innovation has cut Wolk Antwerp’s lead times by 60%, enabling year-round fulfillment with zero downtime. “We’ve shaved a day off delivery times, which makes a huge difference for our customers,” says Joris.

#### **Elevating Customer Experiences**

Beyond speed, Wolk Antwerp is capitalizing on Bscale’s value-added services, from ironing and quality inspections to silk paper wrap, ensuring every order meets their exact standards. “A pristine presentation is non-negotiable in fashion,” notes Joris. “Bscale delivers the same high-quality services used by global brands like COS and Karl Lagerfeld, which elevates our customer experience.”

#### **Sustainable Growth and Global Potential**

With logistics taken care of, Ellen and Joris can now focus on expanding their product range and exploring new markets. “We’re working on new all-merino products, from socks to jackets,” says Ellen. “We’re also eyeing the U.S. market, and with Bleckmann’s Global Bridge partner solution, we’re poised to make that leap.” Bscale’s scalability and additional features, such as marketplace integration and circular services, offer unlimited growth opportunities for Wolk Antwerp and other emerging brands.

### **A New Era for Small Fashion Brands**

Bleckmann's Bscale is rewriting the rules for fashion logistics, offering emerging brands the tools to scale efficiently and sustainably. As Wolk Antwerp's journey demonstrates, with the right logistics partner, small brands can achieve big ambitions.

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### **About Wolk Antwerp**

Wolk Antwerp is a rising star in Merino Wool Fashion. Founded in 2018 by Belgian product designers Ellen Cattebeke and Joris Smeunix, Wolk Antwerp has built a reputation for high-end menswear with a unique twist. Their collections focus on merino wool, an exceptional material that constitutes 99% of their garments, including dress shirts, tees, and knitwear.

### **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 clients around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its clients worldwide. Around 6500 team members are ready to support Bleckmann's clients 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 clients. For more information, visit [www.bleckmann.com](http://www.bleckmann.com)

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