Fashion logistics: Fiege supplies online shoppers and branches of Austria’s best-known fashion brand, Palmers

Fiege location in Vienna is new logistics hub for Palmers

Vienna. Underwear, fine lingerie and hosiery are moving in with Fiege in Vienna: Austria’s largest textile enterprise, Palmers Textil AG, has entrusted the contract logistics provider Fiege with its warehousing operations. In mid-October of 2017, around one million items together with the décor warehouse plus shop fittings migrated to the Fiege logistics centre in Vienna over a four-day relocation period. To accommodate this, Fiege freed two entire warehouses of their pallet racks and set up a multi-storey, modern shelving system. Before this, Palmers had run its own warehouses in Wiener Neudorf itself. “With the warehouse leaving Wiener Neudorf, an era of Palmers Textil AG at the Wiener Neudorf facility is coming to an end. By partnering with the Fiege Group, we consider Palmers’ logistics to be well prepared for what is expected from a modern commercial enterprise”, says Luca Wieser, Executive Partner and CTO at Palmers.

eCommerce operations processed through Fiege since June

Fiege will soon be supplying Palmers’ European online shop clientele from Vienna’s south, in addition to the roughly 300 Palmers branches and sales partners of the tradition-steeped Viennese enterprise - at times even multiple times a week. After eCommerce order processing had been handed over to the Fiege Group in June already, Palmers recently decided to have the fashion logistics provider from Westphalia take charge of its complete logistical process flows. “The obvious advantages from merging supply chain processes that back online and offline operations in fashion create a further step towards making the company even more efficient and flexible”, so the pleased reply by Luca Wieser.

Jobs secured

“We are very proud to have such a well-known traditional company place its trust in us and to allow Fiege in Vienna to take care of its logistics. In this context, we will optimise the supply chain lastingly together with the customer”, says Christoph Mangelmans, Managing Director Fashion & Online Retail at Fiege. Fiege will take over the logistics workforce of Palmers in a transfer of undertakings, which will secure continuity of jobs. “Many employees are very familiar with Palmers logistics because of their long-standing employment. This knowledge and this experience will not be lost”, says Christoph Mangelmans.

**About Fiege:** The Fiege Group, headquartered in Greven/Germany, is one of Europe's leading logistics providers. Its competence lies particularly in the development and realisation of integrated supply chain systems, and it is considered a pioneer of contract logistics. In 2016, the Group generated a turnover of Euro 1.45 billion world-wide with a workforce of 12,000. 178 locations and co-operations based in 15 countries form a dense supply-chain network. 2.8 million square metres of warehouse and logistics space vouch for the company's efficiency.

www.fiege.com

**About Palmers:** Palmers is Austria’s largest textile retailer and sells its fine lingerie, swimwear, nightwear, loungewear, hosiery and fashionable styles via its 300 retail outlets. Its core market is Austria, with more than 200 outlets, followed by Germany with around 50 outlets, and Croatia with 12 outlets. Palmers is seen as an innovation leader in the lingerie segment and bases its success on an extraordinary product, customer service and sales advice. The company was founded in 1914 by Ludwig Palmers and has been managed since the end of the 2015, amongst others, by its new owners, the siblings Marc, Tino and Luca Wieser.

www.palmers-shop.com

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