



AWARD MARKS THIEL AS LEADING FASHION LOGISTICS PROVIDER

The Global Institute of Logistics



THIEL fashionlifestyle
Best European Fashion Logistics Provider
2005

Thiel *FashionLifestyle* has been named the leading Fashion Logistics Provider in Europe. The Global Institute of Logistics has named Thiel as its choice for "Best European Fashion Logistics Provider 2005".

Following a detailed correlated research and selection process into leading providers of supply chain and third party logistics services in Europe the Institute has put together its choice for leading textile logistics providers. The comprehensive study conducted by the research Department of the Institute over the last year draws for a significant part on a quality-ranking system based on responses provided by concerned parties within the Global logistics end-users sector.

Lead analyst at the Institute Siobhan Kelly in her capacity as team leader of the Institutes G50 programme said in support of today's announcement of Thiel fashionlifestyle as "Best European Fashion Logistics Provider 2005":

"The research department examined the European fashion logistics sector and established its choice of the leading 3PLs. The outcome of the study then saw one company being selected as the choice of the Awards Committee of the Institute as the leading European fashion logistics provide.

These awards are to honour those 3PLs that have helped clients save money and sell more. It is on that pragmatic basis that award-winners can be regarded as the best in the business.

On conclusion of its research on the European fashion logistics market and following careful analysis of the quality and value provided by the principal logistics service providers this sector Thiel FashionLifestyle emerged as the unanimous choice of the Awards



Committee for best European Fashion Logistics Provider. Their clients speak of a company that is customer focused, easy to work with and sensitive to the client needs. They are considered a high quality and full service operator."

The purpose of the study was:

1. To set forth criteria and procedures for developing and maintaining a wider classifying blueprint for assessing the key principles governing material flow in the Global logistics and transport sector and to highlight the unity of different functions on the supply chain, together with inventory management, capacity utilization and 'movement', which reflect the basics of logistics.
2. To establish which organisations on the supply side of the manufacturing equation displayed an ability to react most quickly to the changing face of logistics and make the most significant contribution to lean manufacture, that is delivering only what is needed by the customer, when it is needed in the quantities ordered. This method of manufacturing is done in a way that minimizes the time taken to deliver the finished goods, the amount of labour needed, the floor-space required and it does it with the highest quality, usually at the lowest cost. This system changes manufacturing from large batch processing to product based, one-at-a-time flow production.
3. To investigate the role played by logistics providers in developing outbound solutions for manufacturing and the components of the supply chain that ensure the flow of goods from origin to consumption. The ability of the provider must be to maintain the materials management functions of the supply chain, taking a product from the point of concept through delivery to the customer. Value added services and understanding and incorporating customer requirements into supply-chain processes are all essential elements of supply-chain management and those providers that satisfy clients needs contribute to the development of the sector as a whole.

The Globalisation of trade has created highly demanding and continuously evolving requirements of logistics outsourcing in the textile trade. Birkart Globistics was formed in 1877 and now has more than 100 locations internationally. Thiel Logistik AG acquired the Birkart Group of Companies in 2002. Birkart now falls under the umbrella of the Thiel Group and operates within its global resource network to bring its specific expertise to the Thiel fashionlifestyle model. With the cross-continent nature of the sector in mind, the Thiel lifestyle Industry Model manages the end-to-end supply chain of the trade with experience and innovation. It offers a collection of logistics services both proven and custom-built for the specialised requirements of textile logistics. It is one of the largest global market participants in fashion logistics and brings decades of specialised market experience. Its products are customer oriented and customised to offer a comprehensive worldwide service for the fashion and lifestyle market.



Commenting on the award Kieran Ring CEO of the Institute said ***“The extraordinary understanding which the Thiel team of logisticians brings to the fashion and textile logistics sector is evident in their ability to negotiate the challenging supply chain metrics between Asia and Europe.*”**

Working with organisations from both Eastern and Western Business systems, Thiel demonstrate a unique ability to marry these two diverse cultures together, complete with their diverging characteristics, into one supply chain.”

Mr Ring continued ***“Thiel, combining the relatively disorganised production & logistics techniques of the manufacturer on one side, with the slick just-in-time demands of the cloths retailer on the other, demonstrates an incomparable ability on behalf of the organisation in the world of fashion logistics.*”**

Thiel are truly ‘globalisation in action’ bringing the cost efficiencies of mass manufacturing in the East to bear on the high value retail sector in the West and thereby ensuring that we as consumers, get to enjoy unrivalled efficiencies in the purchase of up to date apparel. ”

About Thiel FashionLifestyle

For its supply chain management, Thiel FashionLifestyle is working with an integrated concept that guarantees an accurate delivery for fashion and lifestyle-products. Besides trucking and transports by air and sea as well as the logistics areas like procurement, picking and distribution, Thiel FashionLifestyle provides their customers with complete warehousing solutions as well as value added services, such as garment reconditioning and hanging parcels. Every point of the supply chain is displayed through a solid IT-solution, with which all actions can be watched worldwide.

About Global Institute of Logistics

The Global Institute of Logistics is the global forum for the 3rd Party Logistics (3PL) industry. The forum serves its members by providing the platform for discussion and debate on the issues affecting the third party logistics industry, both regionally and globally.

Membership is drawn from the world's 3rd party logistics community and is by invitation. Participants are organisations who have met the necessary standards for membership and that have been identified through the Institutes G50 programme. The G50 programme aims to establish the worlds leading logistics providers territory by territory across the globe.

The Institute acts as an intelligence-gathering agency and disseminates this information in the form of daily news reports and briefings via its website www.globeinst.org and our journal “RELAY”.

The Institute promotes third party logistics to end-users through its circulation of regional and global reports. Our reports examine the changing face of the logistics industry and include profiles on leading regional 3PL's. These profiles are supported by case studies demonstrating logistics in action and illustrating the cost-cutting, sales-building achievements of the world's best 3PLs.