

The Morocco Connection: efficient logistics connecting Allgäu and North Africa

Gebrüder Weiss and Kunert-Werke ink a two-year contract

As 2005 drew to a close, the Austrian transport and logistics group Gebrüder Weiss and Kunert-Werke GmbH were just getting underway with a new logistics partnership. Following an auspicious start to the collaboration, further cooperative measures are now already being discussed. Both companies anticipate a long-term partnership.

The Gebrüder Weiss side of this venture encompasses supplying Kunert's production sites in Tetouan (Morocco) and Polzela (Slovenia) with raw material plus transporting the finished products from these sites to the central warehouse in Immenstadt. This venture will generate over one million Euros in transport revenue annually for GW Memmingen. Anton Hagg, director of the GW sites in Memmingen and Lindau, gives an initial thumbs up to the undertaking: "The intent behind the re-tendering of Kunert's European transport logistics was that of optimally accommodating Kunert's needs. We were able to achieve that, actually prevailing over a different long-standing provider."

To meet the needs of this substantial order, the transport and logistics company invested in five special jumbo-bed trucks as well as 14 large-capacity swap bodies. All the vehicles put in service for Kunert are technically the very latest – and that includes satellite tracking capability for pinpointing their location at any time over the internet.

Trusted logistics partner

Dr. Klaus Lange, managing director of Kunert-Werke, commented on some of the many reasons for choosing the Gebrüder Weiss logistics specialists: "What spoke in favour of Gebrüder Weiss Memmingen was its expertise in handling European traffic, its proximity to Immenstadt, its interest in the Moroccan niche as well as the high measure of transparency to its services. The basis of trust on both sides was also a decisive factor. We can certainly imagine ourselves furthering our logistics partnership with Gebrüder Weiss." Discussions are already taking place. "One next step will be for Gebrüder Weiss to take on additional elements of Kunert's global procurement logistics," revealed Anton Hagg.

Company details

The Gebrüder Weiss organisation

The Austrian Gebrüder Weiss organisation employs more than 3,500 people at over 100 locations worldwide. Last year, the Lauterach-based company generated total revenues amounting to 785 million Euros.

Kunert-Werke GmbH

Kunert-Werke GmbH is a company of Kunert AG, a globally active manufacturer of legwear and outwear. With 1,400 employees, the company generated annual revenues of 104 million Euros in 2005. The main brand names in the group's portfolio are KUNERT, HUDSON and BURLINGTON, all distributed through international subsidiaries and representatives.

Press contact:

Gebrüder Weiss press office: Johannes Angerer

johannes.angerer@gw-world.com

Bundesstraße 110, A-6923 Lauterach

Tel: +43 5574 696 500

Cell: +43 664 837 0 837

www.gw-world.com