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Geodis Wilson Inks Contract with BIC

Geodis Wilson, the leading global freight management company and freight forwarding arm of the Geodis Group, has been selected by the world renowned stationery and multi-product manufacturer, BIC as a logistics partner in Dubai, UAE. Geodis Wilson will perform a variety of warehousing and logistics functions for the multi-national. The contract, between BIC Middle East & Africa (BIC MEA) and Geodis Wilson, is for a two-year duration.

Commenting on Geodis Wilson's successful business acquisition, the Company's Supply Chain Manager for the UAE Ram Padmanabhan said, "We are, of course delighted to partner with such a global brand as BIC and have already begun to exhibit the high level of customer service, reliability and efficient integration of logistics functions, for which Geodis Wilson is well-known. We look forward to working with BIC for the duration of this contract and for many years to come."

BIC is a world leader in the supply of pens, stationery, lighters, shavers and promotional products. For sixty years now it has been committed to providing high-quality, affordable products to consumers throughout the world. BIC's net sales in 2011 topped Euros 1,824 million and its merchandise is sold in 160 countries.

As part of its contract with BIC, Geodis Wilson will provide services that include; product unloading, reception and inspection; inventory administration and storage; stock-keeping, order preparation and documentation; dispatch packaging, loading and distribution. The countries served will include BIC markets throughout the Middle-east and the sub-continent.

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About Geodis Wilson and the Geodis Group

Geodis Wilson is a leading global freight management company. With 7,300 employees in more than 50 countries the company delivers tailor-made, integrated logistics solutions to customers enabling them to operate as 'best in class.' Geodis Wilson is the freight forwarding arm of Geodis Group which became part of the French rail and freight group SNCF in 2008. With its 46.000 employees in 120 countries 'SNCF GEODIS' ranks among the top 7 companies in its field in the world.

Further information about the company: www.geodiswilson.com; www.geodis.com

An archive of all Geodis Wilson press releases is available from the ISIS Communications Press Room at www.isiscomms.com



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