

Press Release

Date: 24th June 2016 (for immediate release)

Ligentia continues to provide a valued service to Card Factory

Ligentia were initially awarded the Card Factory contract in 2011, managing their international supply chain activities, and have continued to enjoy a strong business relationship with the UK's leading specialist retailer of greeting cards. Now with a further period agreed as a continuation of their partnership, Ligentia are looking forward to supporting the next phase of Card Factory's growth.

Card Factory's key focus is to produce a wide range of quality cards and products at exceptional value with customers shopping through the nationwide chain of over 800 stores, as well as the company's online offering. Reporting a strong financial performance over the past 4 years Card Factory has fast become an outstanding success story within the UK retail market.

Anthony Plummer, Director of Solutions at Ligentia says; 'We are delighted to have signed a new contract with Card Factory to extend their global freight and supply chain management services. Card Factory has delivered strong growth in the UK greetings card market and we are proud to have been able to support this and to have been able to deliver savings and supply chain improvements. We look forward to supporting the next phase of their growth'.

Card Factory has benefitted from a quick implementation of Ligentia's proprietary software platform Ligentix, with subsequent upgrades. The Ligentia account management team as well as the supply chain solution team, work with Card Factory on-site to ensure that the flow of seasonal launch goods is delivered into the network on time and at the best cost which supports the fantastic value for money that a Card Factory customer can enjoy.

Vanessa Wood, Supply Chain Manager at Card Factory commented; 'We have seen significant growth within our business over the last 4 years and Ligentia have played an integral part in supporting that growth by assisting with the increasing movement of goods whilst implementing new initiatives to drive down costs'.

About Ligentia

Ligentia is a leading freight and supply chain management provider for retailers and manufacturers with global operations. With over 1,000 people, in a fast expanding network of more than 60 offices, Ligentia designs and manages solutions that give confidence in both Ligentia's proprietary technology, Ligentix, and exceptionally knowledgeable teams located across the world.

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