

For immediate release

Begins

Uniserve wins major export air freight contract to the Middle East

Uniserve has today announced the award of an export air freight contract of over three million kilos to seven countries in the Middle East, on behalf of Debenhams to their franchise partners Alshaya.

As part of the agreement, Uniserve will also be responsible for all sea freight movements. This prestigious export contract was highly sort after by a number of other major carriers.

Debenhams franchise partner, Alshaya manage some of the best known brands in the Middle East and North Africa and has been working with Debenhams for some time to help deliver the company's shopping experience in that region. Uniserve will be responsible for delivering all Debenhams products from fashion, through to homeware.

Steve Bowkis, Director of Import /Export said, "We have now partnered with Uniserve on an inbound Airfreight basis for 3 years and their unfaltering focus on our business continues to deliver operational efficiencies and value adds with a surety that our product always moves. With our new Export opportunity we had no hesitation at assigning this important task to Uniserve through the confidence that they will bring those same excellent business traits to bear"

Gary Cobbing GTM Director for Uniserve commented, "We have been working closely with Debenhams in true partnership as an integral part of their international supply chain and multichannel retail operation. We believe there is no other company capable of providing the innovative solutions we have developed. "

Uniserve has designed a Global inventory management system that provides end to end control and complete visibility of the whole supply chain.

Iain Liddell, Group Managing Director for Uniserve commented, "I am delighted that Debenhams have awarded us this prestigious export contract, which further demonstrates the success of the true partnership approach that has helped to build and develop Debenhams international retail business.

"We are prepared to invest in our customers as we have total confidence in our own ability and vision and we understand that as in any relationship, we will be judged on our contribution. We know we have to bring value to the table to justify our continued involvement. "

Uniserve have already been successfully handling all Debenhams global air freight and some of their sea freight into the UK. The service standards that have been achieved have been an influential factor in winning this contract.

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Established in 1984, Uniserve are the largest British privately owned international freight and logistics company in the UK. Working with an unrivalled network of professional partners across the world, Uniserve is a leading import and export consolidator and full load carrier, operating via air, sea and road.

Further information:

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