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## Mattel entrusts Geodis with logistics operations in southern Europe

**Mattel, the world's largest toy products manufacturer, has awarded Geodis the management of its logistics and distribution operations in southern Europe. For this purpose, Geodis is setting up a 42,000 sqm. warehouse in the Distriport area of Marseilles, France.**

This six-year contract includes the reception of 3,000 sea containers per year from Asia, customs clearance, palletising, storage and the management of 1,800 references to be distributed in France, Spain, and Portugal.

Covering an area of 42,000 sqm. the site has been operational since March 2012. To provide the new service, Geodis is recruiting 120 people. The warehouse and its resources were sized to fit the seasonal peaks inherent to the business of Mattel. The site also has a storage area for containers to handle seasonal variations. By late 2013, the total area of the distribution centre will be brought up to 60,000 sqm. and it will employ 200 people.

This contract is part of a long-standing partnership with Mattel, for which Geodis has been managing the North Europe distribution centre in Venlo, Netherlands, as well as two hubs in Tanjung Pelapas and Port Klang in Malaysia since 2007.

Jean-Louis Demeulenaere, Geodis Chief Executive Officer, said: "We are proud and honoured by this expansion and strengthening of the partnership developed with a client as prestigious as Mattel. This partnership is based on our expertise in the toy products industry, the reliability of our solutions, and our ability to duplicate our operational excellence to better serve Mattel, in Europe and around the world."

In this new distribution centre, Geodis will implement advanced technologies such as radiofrequency and "voice picking", allowing optimum service quality and productivity by guiding operators through a voice recognition system. An additional 1,500 sqm. will be dedicated to high value-added services such as the preparation of promotional displays or package customisation according to the requirements of retailers. Geodis will also be in charge of returns management on behalf of Mattel.



GEODIS

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**Geodis: a global logistics provider – [www.geodis.com](http://www.geodis.com)**

A global logistics provider and wholly-owned subsidiary of SNCF Group, Geodis is a European company with a worldwide scope, ranking number four in its field in Europe. The Group's ability to coordinate all or part of the logistics chain (air and sea freight forwarding, groupage, express, contract logistics, transport of part and full truck loads, reverse logistics, supply chain coordination and optimisation) enables it to support its customers in their strategic, geographical and technological developments, providing them with solutions tailored to optimising their material and information flows. Geodis offers a range of logistics services that meet the specific needs of each sector of the economy. Across a network covering 120 countries, the Group's 31,000 employees offer a wealth of multicultural experience, a genuine local service to their customers and outstanding flexibility. Geodis reported revenues of €6.9 billion in 2011.

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