

Haier America Awards U.S. Distribution Agreement to Kenco

CHATTANOOGA, Tenn.—February 5, 2013 ([James Street Media Services](#))— Kenco, a leading provider of distribution, transportation, and supply chain intelligence solutions, has been awarded the United States distribution contract for Haier America, a division of the multinational Haier Group, the world's number one appliance brand*.

Under the new agreement, Kenco is implementing turnkey management of Haier's three main U.S. distribution centers in: Keasbey, N.J.; Savannah, Ga.; and Fontana, Calif. Haier distributes appliances and consumer electronics from each of these facilities, where Kenco will provide real estate, management, staffing, warehouse management systems, and material handling equipment. DC space managed will total more than a half million square feet once the agreement is fully implemented this year.

"We wanted a national 3PL to operate our three facilities and any we might need to open in the next three-to-five years," said Larry S. Monaghan, senior vice president, administration, Haier America. "Our experience with Kenco has already been excellent, and their proposal proved to be the best match for our future needs as well."

Kenco will provide a single system at all sites, with a consistent process across the network, and single point of contact for the Haier logistics network.

"Kenco is proud to have been selected by this market leader," said David Caines, president, Kenco Logistic Services. "We leveraged our years of experience in managing appliance supply chains to develop a common sense solution that will deliver uncommon value to Haier. Our national footprint, combined with Kenco's reputation for operational excellence, made it possible for us to win this significant new business."

[About Haier](#)

Based in the landmark Haier Building in midtown Manhattan, Haier America is a division of the multinational Haier Group, the world's number one major appliance brand*, and a global leader in consumer electronics and air conditioner systems. Haier employs more than 70,000 people around the world and distributes products in more than 165 countries and regions with global revenues reaching \$23.3 billion in 2011. Haier is a proud supporter of the National Parks Conservation Association. For more information, please visit www.haieramerica.com. You can also become a fan of Haier America on www.facebook.com/Haieramerica or follow Haier America via Twitter [@haieramerica](https://twitter.com/haieramerica).

** Source from Euromonitor International that Haier is the number one Major Appliance brand in the world with 7.8% retail volume share in 2011, retail volume sales in units based on 2011 data.*