

**PRESS INFO**

Kuehne + Nagel Belgium

Kuehne + Nagel launches e-commerce platform for LEGO® playmaterials

Geel, October 22, 2012 – Kuehne + Nagel Belgium has successfully implemented a logistics e-commerce platform and warehouse management system for the LEGO Group, one of the world’s largest manufacturers of play material. From the platform in Geel, LEGO Direct to Consumer internet orders are being processed for deliveries in Europe, Australia and New Zealand.

Kuehne + Nagel’s project concept includes the integration of LEGO Groups online /webshop into the company’s warehouse management system, ensuring seamless data transfer and continual status updates. Kuehne + Nagel’s operation in Geel, Belgium, will balance the volume-fluctuations typical for internet sales and will manage the estimated growth of online sales. It is an ideal location due to its extensive safety features and excellent links with LEGO Groups key markets.

The warehouse processes are supported by radio frequency (RF) and scanning technologies. Furthermore, an automated packing machine and sorter has been installed for outbound shipments to Europe, Australia and New Zealand. The Geel site has a total capacity of 45,000 sqm which can be expanded by another 30,000 sqm.

“Thanks to the collaboration with Kuehne + Nagel delivery times to our customers are being significantly reduced, as are the logistics costs per delivery,” said Thomas Wischnewski, Merchandising & Allocation Manager for LEGO Direct to Consumer.

“We are delighted that the LEGO Group has chosen the Contract Logistics services of Kuehne + Nagel Belgium. With our specialised industry knowledge, we are a leader in the field, managing more than 280,000 sqm logistics space”, commented Ernst Cuppens, National Manager Kuehne + Nagel Belgium.

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About LEGO Group

The LEGO Group is a privately held company based in Billund, Denmark. The company is owned by the Kristiansen family who founded it in 1932. The LEGO Group is engaged in the development of children's creativity through playing and learning. Based on the world-famous LEGO® brick, the company today provides toys, experiences and teaching materials for children in more than 130 countries. The LEGO Group has approximately 10,000 employees, and is the world's third largest manufacturer of play materials. For more information visit www.LEGO.com.

About Kuehne + Nagel

With approximately 63,000 employees at more than 1000 locations in over 100 countries, the Kuehne + Nagel Group is one of the world's leading logistics companies. Its strong market position lies in the seafreight, airfreight, contract logistics and overland businesses, with a clear focus on providing IT-based integrated logistics solutions.

In Belgium, Kuehne + Nagel operates at 12 locations with 2,000 employees.

For further information please visit www.kuehne-nagel.com