

Menlo Promotes Rotterdam as Key Logistics Euro-Hub

With nearly 30% of Northern Europe's annual container imports and exports passing through the Port of Rotterdam, the region is unsurprisingly a major focal point for manufacturers and retailers European supply chain operations. Menlo recognises this demand for warehouse activity, value-added logistics and distribution services by maintaining a multi-user facility that is key to its European network.

Rotterdam, 24th March 2014

Menlo Worldwide Logistics, the global logistics and supply chain management unit of Conway Inc. (NYSE: CNW) has had a presence in Rotterdam since the company commenced its European operations in January 2003. It is now looking to develop its business at the 8,500 square metre facility still further. While Menlo's current Rotterdam-based customers lie predominantly within the high tech sector, the logistics capabilities of its personnel and suitability of the warehouse, are also geared to handling life sciences, lifestyle and e-commerce product.

Managing Director in Europe, Tony Gunn highlights Menlo's enthusiasm for the Rotterdam location, "57% of all Asian and American sourced products have a European Distribution Centre (EDC) located in the Netherlands and a significant proportion of these are in the Rotterdam region. Part of the reason for this high concentration is the flexibility that the location allows dynamic supply chains," he explains. "European consumer markets are changeable and our customers need to be able to react effectively to alterations in both sourcing and demand patterns. Menlo understands this well, working with our customers to fine-tune their supply chain solutions. As Rotterdam is so much at the heart of the Europe's transport infrastructure our options in making such changes are greatly enhanced."

Indeed with key nodes in that transport network such as Schiphol, Brussels, Aachen and Dusseldorf all within a two hour drive (and Frankfurt just four) and the hubs of the major freight integrators all less than an hour away, Menlo's Rotterdam base ensures the physical dimension of supply chain flexibility. Operations within the facility also mirror this crucial adaptability as Menlo's core philosophy is one of continuous improvement. Committed to identifying and driving out waste, in terms of time, resource and cost, from the logistics

process, Menlo's focus on the Lean approach to supply chain management is central to the company's success not just in Rotterdam but worldwide.

Key Facts about Menlo, Rotterdam

- 8,500m² multi-user warehouse
- 1,300m² ESD clean floor
- 1,000m² office space
- 10 dock doors
- 10.6m clear ceiling height
- ESFR fire sprinklers and insurance rating
- TAPA-A compliant
- Bonded warehouse

Supply Chain Management Services

- Conventional warehousing
- Cross docking
- Vendor Managed Inventory (VMI)
- Transportation and forwarder management
- Freight brokerage
- Value-added services – light assembly, kitting, configuration, postponement, packaging and labelling

ENDS