

Menlo establishes new logistics hub for Fox Head in Europe

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California-based Fox Head, which owns the action sports apparel and clothing brand, Fox, (www.foxhead.com/eu/) is rapidly expanding its reach in the European market. Menlo Worldwide Logistics (Menlo) has recently established a new distribution centre for the company at its Eersel, (Netherlands) Logistics Centre.

During the last three decades, Fox has become an international leader in the youth lifestyle clothing market making the best motocross products money can buy. With multi-channel retail distribution demands the Fox brand features fast-moving product lines that include protective gear and apparel for activity pursuits such as motocross, surfing, BMX and mountain-biking. Fox Head, Inc. is headquartered in Irvine, CA, with additional offices in Morgan Hill, CA, Calgary, Canada, and Barcelona, Spain. The Fox brand is the most recognized and best-selling brand of motocross apparel in the world today. After a review of their supply chain requirements Fox have now relocated their European distribution hub from the UK to Menlo's Eersel Logistics Centre.

Menlo, the global logistics subsidiary of Con-way Inc. (NYSE: CNW), will provide transport management services for inbound product and distribution to the Fox dealer network; inventory and warehousing management and order fulfilment and dispatch. The facility will utilize Fox's voice recognition technology.

Robby Dhesi, Fox's Vice President of Operations emphasizes the importance of the voice picking system to supply chain efficiency, "Menlo's flexibility and willingness to adopt our in-house voice recognition system for order fulfilment was critical to our decision to move to Eersel. We have been impressed with the improvements in the speed of order filling when utilizing the system in our US and European operations," he said. "In addition, Menlo's process-driven approach to creating savings, their lean philosophy and Lean continuous improvement programs are consistent with the Fox culture."

Menlo's Business Development Director, Meaghan Diem feels the Fox business win reaffirms Menlo's expertise in the demanding fashion and apparel sector. "Our multi-client distribution centres throughout Europe together with our commitment to quality, customer service and innovation provide the necessary flexibility that retail customers require to cope with changing market demands," she said.

Fox's expansion to its European operation was supported by BOM Foreign Investments, a department of the Provincial Government of Brabant. BOM provides a wide range of services to help foreign companies reach their European customers via the Netherlands and the province of Brabant, gaining the best return on investment.