

## **NORBERT DENTRESSANGLE HELPS XIKAR MAKE THE CUT IN EUROPE**

Norbert Dentressangle's fast-growing freight forwarding division (Norbert Dentressangle Overseas) is helping US-based cigar accessories manufacturer, Xikar Inc., to extend its presence in Europe and the Middle East.

Xikar Inc. is the world's leading manufacturer of cigar cutters, along with a full range of accessories including humidors and lighters. Based in Kansas City, Xikar has distributors throughout the world.

In order to support its accelerated growth plans in Europe and ultimately increase its market share, Xikar required a strategic partner to manage the import of products from the US and Asia to Europe and take responsibility for the company's European stockholding and the efficient fulfilment of orders from its European and Middle Eastern distributors.

Norbert Dentressangle was appointed to provide a complete service, including the design of a customer ordering system, the establishment and management of a European distribution centre within its Heathrow facility and the implementation of a web-based warehouse management system. The company is also responsible for freight forwarding, Customs management and the handling of all Xikar's import and export shipments, along with pallet distribution throughout the UK and Europe.

As a result, Xikar benefits from a transparent, robust and responsive supply chain and can now offer its UK and European customers a fast and cost-effective delivery service with delivered, duty paid pricing.

Tim Webster, Xikar's Chief Strategy Officer said: "Opening a UK-based warehouse was strategically important but risky for a business in the middle of the US. We chose Norbert Dentressangle after thorough research and on-site order simulations. Their team has been terrific to work with and demonstrates a very entrepreneurial culture within the awesome resources of a logistics leader like Norbert Dentressangle. They have brought into our mission of extraordinary customer experience combined with great product design and we are very happy with this new venture."

-ends-