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New 13,000 sqm distribution centre in Tianjin

ROCKWOOL, an international manufacturer of insulation materials, has opened a new distribution centre in China. The site is run by DSV, which will assist ROCKWOOL in supplying the North China building industry.

"We are very proud to be working with a market leader like ROCKWOOL as they expand their business in China," says Tilo Raab, V.P. Commercial, DSV Asia.

10,000 containers to the North China market

The 13,000 sqm prime logistics space will provide ROCKWOOL direct access to the important North China construction market. It is estimated that 10,000 containers of stone wool insulation will be sold in the first year alone.

"After 10 years of cooperation, I know and am very impressed with DSV. The company is efficient, competitive and always willing to find solutions to meet our requests," says Bin Guo, Senior Supply Chain Manager, ROCKWOOL, China.

2,400 kilometres by road and sea from production site to distribution centre

DSV handles transport by road and sea from the ROCKWOOL production plant in Guangzhou, some 2,400 kilometres away. When the insulation material arrives in Tianjin, it is palletised, stored and then picked and loaded for redistribution.

"The rising domestic consumption in the Asian region is increasing the demand for both high-quality goods and their transport and handling. We have been in the region for many years, so it is only natural that we use our experience and expertise to go where the demand is," says Tilo Raab, V.P. Commercial, DSV Asia.

"With DSV, we know that we are in safe hands. They have long been established in Asia and have the necessary network and knowhow to deliver what we need in order to service our customers in the best possible way. We hope and believe this is the beginning to a long-term cooperation in Northern China." says Peter Schou, Managing Director of ROCKWOOL China.

DSV has previously worked with ROCKWOOL in Asia. In 2010, ROCKWOOL moved many containers of brand new production equipment from China to Russia, and DSV was responsible for the transport and logistics. For the Tianjin distribution centre, ROCKWOOL chose DSV in front of five other freight forwarders after a thorough tender and evaluation process. After choosing the exact location, the logistic setup was completed in just three weeks.



Picture: ROCKWOOL and DSV employees at the new distribution centre in Tianjin

About ROCKWOOL

The ROCKWOOL Group is the world's leading supplier of innovative products and systems based on stone wool. The Group is amongst the global leaders within the insulation industry with products and solutions for all major application areas for both residential and non-residential buildings. Together with other construction-related products such as acoustic ceilings and cladding boards, the Group ensures energy efficient and fire-safe buildings with good acoustics and a comfortable indoor climate. We also create green solutions for the horticultural industry, special fibres for industrial use, effective insulation for the process industry and marine & offshore as well as noise and vibration systems for modern infrastructure. Our more than 10,500 employees in more than 30 countries cater for customers in a big part of the world.

About DSV

DSV is a global supplier of transport and logistics solutions. We have offices in more than 70 countries and an international network of partners and agents, making us a truly global player that offers services worldwide. The effective, professional solutions provided by the company's 22,000 employees enabled DSV to record worldwide revenue of 6.1 billion euro for 2013.