



## News Release

17 March 2016

# **Damco and Bettenwelt sign exclusive partnership agreement for inbound logistics between Asia, Germany and Spain**

*Hamburg, Germany, 17 March 2016* – Damco, one of the world’s leading third party logistics providers, and Bettenwelt, part of the JYSK Group, a leading retailer of mattresses, duvets, pillows, furniture, home furnishings and home accessories in Europe, today announced they have signed a partnership agreement, confirming Damco as Bettenwelt’s sole inbound logistics partner for shipments from Asia to Germany and Spain. The new 5 year agreement is an extension of an ongoing well-established partnership between the two companies, the new five-year contract affirms the commitment between the companies to invest in a long term partnership. The agreement entails Damco to provide end-to-end logistics services for all Bettenwelt inbound flows.

Since 2013, Damco has managed Bettenwelt’s inbound flows from Asia into Germany and Spain. During the past three years, Bettenwelt has benefited from Damco’s consistent service levels and its proactive approach to supply chain management. It is this strong foundation that forms the basis of the new five-year partnership. Bettenwelt’s insistence of an agile, experienced and expert third party logistics provider saw Damco emerge the top contender amongst its competitors.

“We believe that Bettenwelt’s strategic and long term view on their supply chain priorities fits very well with what Damco does best. Partnering with some of the world’s largest and most successful retailers over the past years gives us confidence that we can assist Bettenwelt in fulfilling their strategic objectives in the years to come”, says Mads Drejer, Chief Commercial Officer, Damco Nordics.

The new contract will include integrated supply chain management solutions at origins and destinations and process improvement initiatives supported by strong key account management.

“We have been pleased with the reliability and efficiency delivered by Damco over the last three years,” says Niels Hother Madsen, Bettenwelt’s Head of Purchasing & Logistics. “By continuing our journey with Damco we are confident that we can continue to fulfil our supply chain objectives in terms of meeting our customers’ requirements. In optimising our inbound supply chain, we will certainly deliver bottom-line savings for Bettenwelt.”



**For more information please contact:**

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**About Bettenwelt**

Bettenwelt is a leading retailer of mattresses, duvets, pillows, furniture, home furnishings and home accessories in Europe. The company is part of the global JYSK Group and also operates under the international Group Brand JYSK. JYSK operates more than 2,300 stores worldwide with 20,000 employees and an annual turnover of DKK 21.9 billion.

**About Damco**

Damco, one of the world's leading third party logistics providers, specialises in delivering customised freight forwarding and supply chain solutions. The company provides services in 300+ locations across 100+ countries and employs 11,000+ people. In 2015, Damco had a net turnover of USD 2.74 billion, managed 2.9 million TEU of ocean freight and supply chain management volumes, and air-freighted 180 thousand tonnes. Damco is part of the Maersk Group.