

Supply Chain Solutions — Bergen Logistics

Innovation is a core value

Headquartered on the American east coast, Bergen Logistics is a leading contract logistics company and omnichannel expert capable of managing a great number of clients in an efficient and profitable way thanks to its proprietary technological platform CloudX.

Bergen Logistics has evolved rapidly in the USA and Canada, as well as established itself for further expansion in Europe and Asia. Aiming to be the world’s leading logistics company, Bergen wants to drive its customers’ success through innovative technological solutions. Systems and processes are continuously updated to keep up with changes within the industry, consumer requirements and technological progress.

Bergen Logistics is specialized in smaller and mid-sized brands within fashion and other consumer-oriented industries. The company has developed a unique platform enabling the management of a large number of customers in an innovative, agile and efficient way. Bergen Logistics offers global solutions for both multinational fashion customers and customers intending to expand into new markets. The company wants to be a natural partner to growth companies looking for a simple way to establish themselves and grow in new markets. For this end, the company can make good use of Elanders’s global reach.

Bergen Logistics was founded some 20 years ago in the USA and was acquired by Elanders in 2021. Since then, Bergen’s business model and unique platform has also been established in a number of Elanders’ subsidiaries in Europe, Asia and South America.

Charles Ickes, President, Bergen Logistics, along with Florian Beck, COO, discuss the company’s strengths.



Why should customers choose Bergen Logistics as a partner?

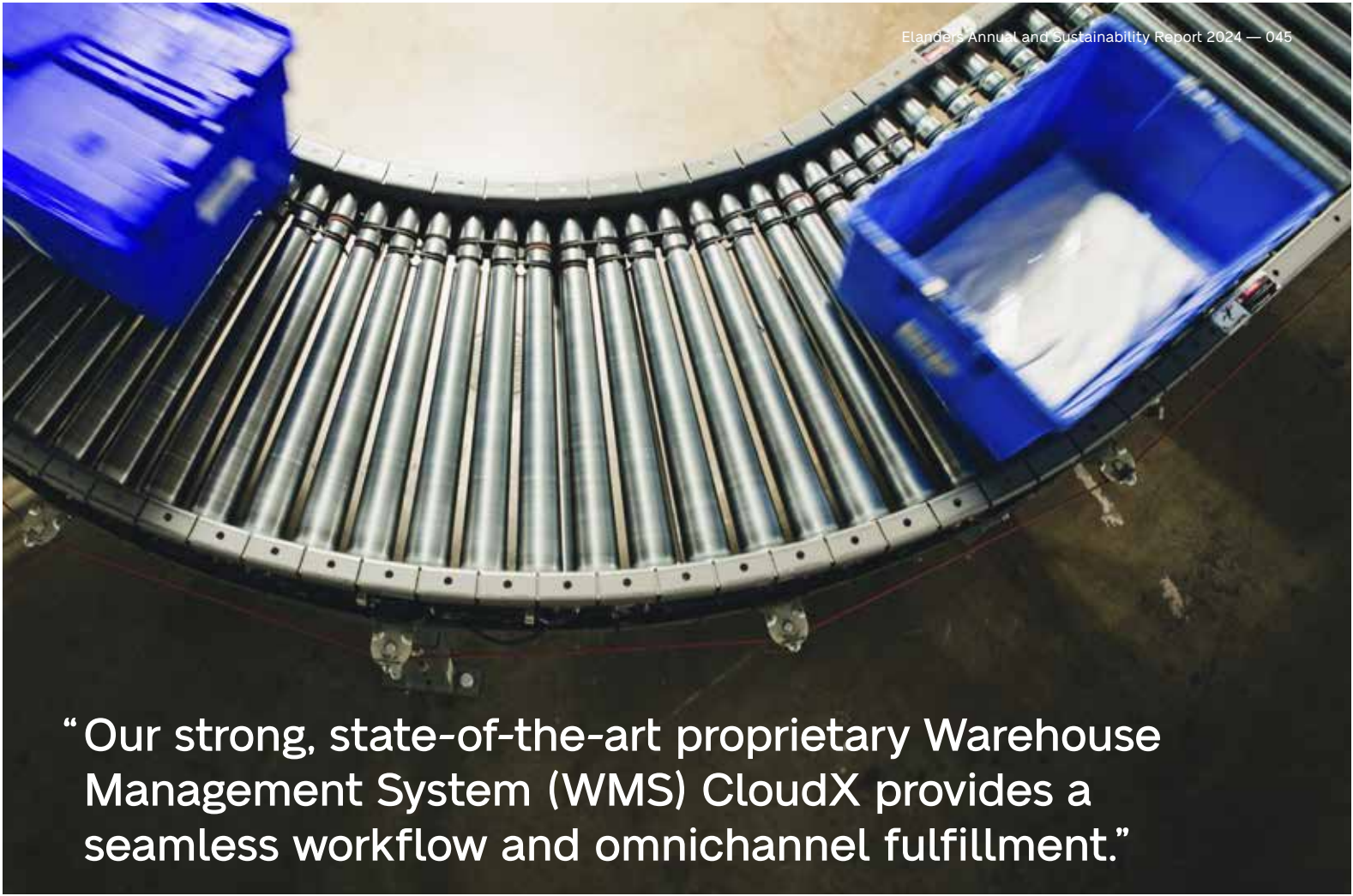
Charles Ickes (CI): With global reach on a single platform and with one single integration, we have 25 years of experience as a logistics partner to clients in the Fashion segment. Our strong, state-of-the-art proprietary Warehouse Management System (WMS) CloudX provides a seamless workflow and omnichannel fulfillment.

Florian Beck (FB): We also have a strong organizational set-up with a very customer-centric approach. Clients get a dedicated service team with a customer account manager helping them with any challenges along the supply chain. We work as a partner to our clients rather than as a traditional supplier. The answer to the question ‘How?’ at Bergen is ‘Yes!’ and then we figure it out for you.

What are your key strengths?

CI: One of them is our ability to provide bespoke solutions, which we do for well over half of our more than 300 customers. Many of them require value-added services like customized branded packaging or delivery. We also know the specifics of our clients’ industry and how to help with pain points such as system integration.

FB: Bergen is very tech savvy, and we have an entrepreneurial mindset which is evident in what we do with CloudX, but also around AI, data warehousing and data science. Innovation is a core value for us, both in how we face the customers and internally, where we are always improving processes and tools.



How does being part of the Elanders Group benefit Bergen Logistics?

FB: It has opened up the globe for us. With the support of the Group, we have established the Bergen concept in a number of locations in Europe and Asia. Furthermore, we can tap into all group locations around the world, put our software in place and train local teams. We can set up third-party logistics solutions anywhere in a very short time frame.

CI: We get the ability to leverage the other Elanders subsidiaries, our sister companies, in global end-to-end solutions for our clients. Furthermore, new insights from other customer segments than Fashion can be brought into CloudX so that it will work successfully for them as well. Plus, this kind of insights can also inspire innovation in our operations in the Fashion segment.

What are the main benefits of your WMS software CloudX now rolling out in the whole group?

CI: A great advantage is the ease and speed of integration with all major shop systems used by brands, as well as marketplaces, ERP (Enterprise Resource Planning) systems and retailers. A fulfillment solution can very rapidly be set up or expanded to a new market, enabling standardization and a radically improved customer experience. CloudX is also being continuously developed and improved by our team of developers, today made up of 55 people. It is a very mature solution

that overtime will break away from Bergen and be supplied by a stand-alone Elanders subsidiary, adding resources and flexibility to help make it suitable for all customer segments.

FB: At present we are finishing off a major modernization of the system that will make us even more agile. CloudX will additionally be available on the market, to the benefit of customers who, for example, want to handle logistics in-house in their home market, but use Elanders overseas, and keep the same efficient WMS.

What initiatives have you taken when it comes to sustainability?

FB: Our global network solutions let us optimize shipment to help our customers lower their greenhouse gas emissions by enabling last mile shipping closer to the consumers. We also have an extensive partner program focusing on circular solutions and aiming to enhance the longevity of products through secondary markets.

CI: Beyond initiatives like installing solar panels and LED lights, which are basically hygiene factors today, Bergen furthermore has made an agreement with UPS for carbon neutral small parcel delivery throughout the USA.

Bergen Logistics

Net sales, MSEK

~1,480

Number of employees

~800

Geographical presence

Canada, Moldova, Netherlands and the USA

Customer segments

Fashion and Other