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DSV signs new partnership agreement with Marimekko Finland

DSV and Marimekko in Finland have signed a partnership agreement. As a result, Marimekko's central warehouse operations will be moved to DSV's new warehouse in Vantaa in the beginning of 2020. The warehouse will support all Marimekko's sales channels including wholesale, own stores, local and global retail and e-commerce.

DSV and Marimekko in Finland have been partners for several years in transportation but with the newly signed agreement DSV will handle all warehousing activities, including a wide range of value-added services such

as gift wrapping, fabric cutting and handling of garments on hangers.

“As usual, we focused on our customer’s needs and on developing the best possible solution for Marimekko,” says Sales Director Toni Palmumaa, DSV Solutions, Finland, who particularly looks forward to operating the global e-commerce solution that is part of the setup.

The importance of listening

Marimekko and DSV’s cooperation on e-commerce began early on in 2019 when [Marimekko opened a web shop in China and chose DSV as their warehousing partner.](#)

“DSV understood our needs and goals from the beginning. In addition to the good customer service, DSV provides in China and Finland, the location of DSV’s facility and thus our new central warehouse played an important role in the decision-making process. The new location enables us to deliver faster and yet decrease our CO2 footprint even further,” says Marimekko’s Global Logistics Manager Jani Rantonen and concludes:

“I’m looking forward to continuing our journey together with DSV.”

About Marimekko

Marimekko is a Finnish lifestyle design company renowned for its original prints and colours. The company’s product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. Marimekko products are sold in about 40 countries and roughly 150 Marimekko stores serve customers around the globe.

DSV Panalpina A/S

We provide and manage supply chain solutions for thousands of companies every day – from the small family run business to the large global corporation.

Our reach is global, yet our presence is local and close to our customers. 56,000 employees in more than 80 countries work passionately to deliver

great customer experiences and high-quality services.

Read more at www.dsv.com

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