



## Beiersdorf relies on Kuehne + Nagel

The Beiersdorf cosmetics group has chosen Kuehne + Nagel as its partner in Germany and Austria. Since June 2008 the company has been entrusted with the management of the Nivea manufacturer's main warehouse in Hamburg. It is also handling exports to Beiersdorf's subsidiaries abroad.

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 from the partnership."  
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"This new co-operation will bring more flexibility and is a key step towards meeting the constantly rising demands of the competitive European environment. We have significantly improved our international competitiveness by restructuring our supply and production chain in the last two years," said Markus Pinger, Beiersdorf AG's management board member responsible for logistics. "Our system cuts costs, is flexible and environmentally friendly and boosts our innovative strength. With it, new products can be launched worldwide extremely quickly." One of the key criteria for signing the

agreement was the preservation of the 148 jobs at the centre as well as the long-term preservation of Hamburg as a logistics location.

Efficiency and flexibility, as well as the long-term prospects for the employees, were the predominant factors in the decision of Beiersdorf CEE Holding GmbH to select Kuehne + Nagel to operate the company's logistics centre for Central and Eastern Europe (CEE) in Vienna.

In 2007 Beiersdorf CEE Holding grew to become the second largest region within the Beiersdorf group, and is pursuing ambitious growth targets.

Dirk Reich, member of the Kuehne + Nagel International AG Management Board with responsibility for contract logistics, is delighted at the co-operation with Beiersdorf and is certain that all parties will benefit from the partnership.