

# DHL helps TIGI pack a punch with new promotion

**London 9th November 2010:** DHL Supply Chain's Consumer Sector has helped leading fashion hair care company TIGI collate and pack three new gift box designs for its Christmas 2010 campaign.

Over 500,000 gift packs containing professional hair products such as Bed Head and Catwalk were assembled by DHL co-packing professionals at the global logistics firm's dedicated 350,000 sqft Whitwood facility.

The project required management of customer stock across multiple SKUs, hand assembly of multiple packaging components including acetate fronts, display inserts and outer boxes, checking of label alignments, application of tamper seals and the use of stringent internal audit systems to enable full product traceability.

TIGI's gift packs were picked and palletised to order and are available in salons nationwide, across Europe and in Australia & New Zealand.

Lynn Grady, General Manager of DHL's Consumer Sector's Co-Pack operations, said: This was a complex and delicate operation but we are delighted with the outcome. The team did a fantastic job to meet a very tight schedule.

Quality control and manual dexterity were paramount to this job's success as every fitment had to be inserted and folded in a specific way to avoid marking the acetates and boxes.

We are very proud to have assembled some really stand-out packaging for TIGI and they will look great on shelf.

Ken Setchell at TIGI said: We have been very impressed with the seamless fashion in which DHL have turned this around for us. With three different box designs and a combined total of 17 gift packs, it was somewhat of an undertaking.

We are however confident that our customers will be delighted with the end result both in terms of the promotion and product combinations and its excellent presentation. DHL is certainly a safe pair of co-packing hands.

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DHL The Logistics company for the world

DHL is the global market leader in the logistics industry and The Logistics company for the world . DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 300,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 46 billion euros in 2009.

Notes to Editors:

DHL Consumer is part of the world s largest logistics company DHL. Employing over 2,900 people with 38 operations, 4.9 million sq ft of warehouse, 530 tractor units and 1100 trailers, the business is the number one supply chain solutions provider in the UK. With extensive experience in the food, drink, household, health and pharmaceutical markets, customers include Kraft Foods, Diageo, Unilever, Proctor & Gamble, Haribo, Burtons Foods, Molson Coors and Reckitt Benckiser.

Providing superior expertise and unrivalled customer service to satisfy every phase of the supply chain, the DHL Consumer works with over 100 customers including some of the world s biggest FMCG manufacturers and retailers delivering three key areas of business: full distribution, temperature controlled distribution and co-packing.

Co-Packing

DHL Consumer Co-Pack is the UK s largest co-packer, with 12 strategically located operations and 210,000 sq ft of facilities. The team processes more than 21 million cases per annum and has ISO 9001, MHRA AND BRC accreditations.

This all encompassing service provides manufacturers with customised, retail-ready solutions. Cost effective, quality monitored corrective re-work, product embellishment, re-packing of finished products to support product launches, promotions and customisation for local markets and unrivalled delivery expertise provides manufacturers with distinctive cost and time benefits in accessing the competitive and dynamic retail market.

Service capabilities include: End of aisle displays, shrink wrapping, sleeve wrapping, shelf ready packaging, blister packing, high frequency welding, clam packing, bar code verification, liquid filling, clip strips, collarette application, gift packs, label application, bar and laser coding, corrective work and hand assembly.

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