



SNDR opts for Generix Group's SaaS solution to support the growth of its e-retailer business

Paris, 25 March 2015 – **SNDR has opted for the GCS WMS SaaS warehouse management solution to deliver local, reliable support to its e-retailer customers (including several pure players). The solution is provided by Generix Group, developer of software solutions for the manufacturing, logistics and retail ecosystems.**

SNDR is a logistics service provider specializing in ready-to-wear clothing and accessories in the mid-range and high-end fashion sector. It has four warehouses covering a total of 45,000 m², the largest of which is located in Besançon (20,000 m²). SNDR provides three services to its customers: fashioning (receipt of finished products, quality and compliance control, and repackaging), multi-channel order picking, and pre-production raw material picking.



Orders and housewaring

"We handle more than 8 million articles a year. The fashion industry is a particularly challenging sector, and we need to improve our tools as quickly as possible. Our customers work in a highly competitive industry, so we need to provide them with modern, cutting-edge logistics solutions that reflect the needs of increasingly demanding consumers", said **Xavier Cornaton, SNDR's Managing Director.**

SNDR has opted for Generix Group's GCS WMS SaaS solution to grow its logistics service business in the e-retailer sector, including incoming deliveries, storage, order picking, dispatching and return management.

In this sector, high-quality, real-time information is extremely important to customers. Generix's warehouse management solution is therefore a real asset, particularly in the B2C channel, delivering genuine traceability improvements and giving SNDR's customers access to clear and informative movement and stock indicators. What's more, GCS WMS can easily be interfaced with various ERP solutions for greater flexibility.

Press Release

GCS WMS will be connected directly with various market places in real-time, as well as with e-retail platforms such as Prestashop and Magento via an EDI link.

"This partnership with Generix gives us a powerful and effective solution that will prove to be a real asset for our customers. SNDR is now in a position to enhance its services and improve its performance, reliability and relevance," added **Xavier Cornaton**.

A few words about the Generix Collaborative Supply Chain (GCS) range:

Thanks to its modularity and powerful settings, **GCS WMS** is designed to adapt to the business and organisation of each company. GCS WMS is mainly for multi-channel retailers, pure player e-retailers, manufacturers and logistics service providers thanks to its evolution and its ability to efficiently process warehouse flows, regardless of the products.

Press contacts

Rumeur Publique

Thomas Boullonnois - Tel.: +33 1 55 74 52 29

thomas@rumeurpublique.fr

Cédric Landu - Tel.: +33 1 55 74 52 31

cedric.lan@rumeurpublique.fr

www.rumeurpublique.fr

Generix Group

Carine Brégeon

Communications Manager

Tel.: +33 1 77 45 42 39

cbregeon@generixgroup.com

www.generixgroup.com

SNDR

Xavier Cornaton

Managing Director and Sales Director

Tel.: + 33 3 81 54 30 05

fashioning@sndr.fr

www.sndr-fashioning.com

About SNDR

SNDR was founded in 1988. It is a family-run company specialising in ready-to-wear clothing and accessories in the mid-range and high-end fashion sector. SNDR specialises in multi-channel logistics for the fashion industry, and has been helping its customers to optimise their logistics flows and repackage their collections for 27 years. SNDR works in partnership with its customers to deliver tailor-made solutions. We have extensive expertise in quality and compliance control, straightening and ironing, customisation, stain removal, washing and dry cleaning, B2B and B2C order picking, stock replenishment orders, business transactions and storage.

We help our customers to improve efficiency and drive down their logistics costs, delivering a targeted, secure and innovative distribution solution.

Our partners include Banana Moon, Sonia Rykiel, Didier Parakian, Karting, Hôtel Particulier, Carla-Bikini.com, Fuegolita/Ananke, New Man, Eva Kayan, Olly Gan, Reiko Jeans, Evalinka, Christine Laure, Groupe Twc – L’Amy, Cuirco Diffusion, Leslie Monte Carlo, Kiasma Cuir, Oliver Grant, etc.

For more information, visit: www.sndr-fashioning.com

About Generix Group

Generix Group develops software solutions for the manufacturing, logistics and retail ecosystems, helping its customers to manage, pool and optimise their data flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of supply chain and cross-channel sales management, all of which is backed by our EDI, EAI integration and portal solutions.

Including names such as Auchan, Carrefour, Cdiscount, DHL, Feu Vert, Gefco, Kuehne+Nagel, Leroy Merlin, Louis Vuitton, Metro, Nestlé, Sodiaal and Unilever, over 1,500 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with revenue of over €50 million.

To find out more, visit: www.generixgroup.com