

The partnership with NNR will give us the ability to service our global customers' requirements both for B2B and B2C, for now and for the future.

Crabtree & Evelyn

Whist recently rapidly expanding and enhancing its E-commerce platform, NNR reached out to several suitable 'famous' brands to involve in digital transformation thought sharing. One such collaborator was Crabtree & Evelyn; a quintessentially British brand, steeped in tradition. With new partnerships and product launches aplenty - and having navigated some choppy waters of recent times - the brand embraces new beginnings while still nurturing the old.

For NNR, Crabtree & Evelyn seemed the ideal partner; a household name and premium brand that recognised the need to change and adapt to the current and ever-changing landscape and seriously improve efficiency whilst reducing operating cost. NNR were able to tailor a solution, utilising NNR's brand new custom-built FMCG facility in Wellingborough, UK.

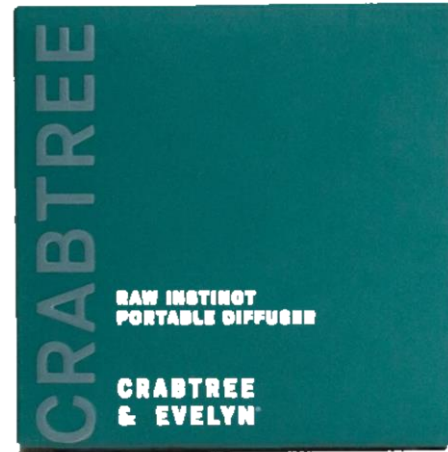
The collaboration and subsequent negotiations resulted in a 3-year partnership agreement; another significant milestone for NNR. Awarded the accolade of 'Best Newcomer' by UKWA less than a decade ago, the advancement into E-commerce is another strong statement, validating NNR's Contract Logistics services as a huge value-add for any business.

Merlin Daniels, consultant for Crabtree & Evelyn explained why NNR was the ideal partner: "Crabtree & Evelyn made a bold decision to pioneer a new business model, and like all pioneers our destination was clear but our path was unknown. Whatever that path, our future depends on our ability to connect with a global consumer who lives their life socially and digitally, and expects a new level of service."

"We needed partners who understood our vision, and could bring the wide variety of experience and skills required to realize it"

"The digital & logistical transformation worked perfectly with our carefully selected partners providing the internal leadership and direction and the ability to inject the right skills, at the right time, to ensure the continued success of our global business transformation."

"Crabtree & Evelyn are delighted to have appointed NNR Global Logistics for Global freight and 3PL solutions, for the UK and Europe which will be key for our growth and development in the future. This is enhanced further by their online supply chain management platform ensuring full end-to-end visibility of all movements and orders globally."



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Simon Harris, Global Sales Manager with NNR UK, further explained the advantage: "Our partnership is very well aligned; combining the strength of two premium brands that are rich in history, both having top quality and customer delight as the key focus. Developing API's and a platform specifically for Crabtree & Evelyn will optimize efficiency and can also provide great synergy with other customers who recognise the efficiency they are lacking. The benefits of resource optimization and digitization of operations have the power to unlock the full potential of many businesses in all sectors, not just FMCG."