



Our market and customer demands are ever changing. We know we can adapt and respond as we are in safe hands with NNR.

Zebra Pen

**ZEBRA**

Whilst 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 Zebra Pen, a world famous brand and one of the largest writing instrument companies in the world. For NNR, Zebra Pen seemed the ideal partner; a unique business offering an extensive range of high quality products. Zebra Pen guarantee **quality**, **satisfaction**, and **high performance** – identical traits found throughout the Nishitetsu Group.

Zebra Pen recognised the need to change and adapt to the current ever-changing customer demands; a need to 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.

Andy Hales, General Manager at Zebra Pen UK explained: "Our business has seen unprecedented growth and we needed a logistics partner that could fulfil our current and future needs. With NNR people, ways of working, systems and technology along with a state of the art warehouse - we now feel we have the partner to take us into a successful future."