



NEWS RELEASE

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BabyBjörn Assumes North America Distribution

D+S Personnel Accommodate Swift Transition at Record Pace

WOOSTER-BabyBjörn recently assumed direct responsibility for its North American market ending a 14 year relationship with distributor BabySwede LLC. To accommodate the transition, D+S Distribution Inc. (D+S) personnel processed three months of product in 30 days setting record sales for our client at a record pace.

“While the processes remained the same for the client, extensive modifications were needed in the Electronic Data Interchange (EDI),” said **Mick Bolon, Vice President of Operations at D+S**. “Our high-end systems’ capabilities provide a seamless transition from one customer to another. Our extensive knowledge of BabyBjörn products and its customers were also a significant factor in the switch.”

The business to consumer operation is centered at the D+S world class, high volume pick-pack-ship facility on Snow Road in Brook Park. The BabyBjörn partnership is one example of specialized supply chain processes. Snow Road dedicates a major portion of its space to receiving, assembling, kitting, packaging and shipping of the entire product line for the Swedish retailer. World-wide sales for BabyBjörn are projected to hit over \$75 million in 2018.

In 2016, a change in strategic direction for use of space inside the IX Center in Cleveland triggered a relocation strategy for D+S and BabyBjörn. “We know the warehousing market and immediately identified several options. We toured three viable properties within a one mile radius of the IX Center and recognized the potential with the Snow Road facility,” said **Jon Ansel, President of D+S and Integrated Logistics Services (ILS)**.

“Transferring a priority client the size of BabyBjörn requires extensive teamwork,” said Bolon. D+S is fully integrated through its proprietary warehouse management system with BabyBjörn and its large retail customers. All the inventory was analyzed before any moves took

place.” Warehouse personnel organized over ninety truck loads containing 300 product lines between facilities. The relocation was completed in three weeks, closing for one business day to reset computers.

Superior supply chain management processes is one critical element that differentiates D+S from its competition. Long-term relationships provide another significant element. Longevity with a client creates an environment to develop innovative business solutions. “We work to solve our client’s challenges and to help them grow,” said Ansel.

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The Snow Road facility is one of the company’s premier facilities featuring world-class logistics.