



PRESS RELEASE

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Hellmann Meyer & Meyer relies on TXT to integrate with customers and network partners

A leading group in logistics and transportation services for the fashion industry, Hellmann Meyer & Meyer partners with TXT to build up a virtual marketplace connecting all actors in its global value chain.

By combining their different expertise in the sector, Hellmann Meyer & Meyer and TXT provide companies in the fashion market with a complete supply chain management solution. This solution extends beyond Hellmann Meyer & Meyer logistics, transportation and quality services to include the IT and communication services provided by TXT.

Specifically, TXT's collaborative web platform TXTCHAIN has helped create an on-line marketplace to integrate Hellmann Meyer & Meyer with its fashion customers and their partners. Once connected to the marketplace, all actors in the fashion value chain can easily access Hellmann Meyer & Meyer's logistics services, while benefiting from TXTCHAIN's functionalities for document management, event monitoring and the automation of key business processes – such as raw material purchasing, order and delivery notes management, quality control.

“Our customers – explains Rüdiger Bentrup, CEO of Hellmann Meyer & Meyer – are international fashion companies in manufacturing and retail. They face the challenges related to the globalization of sourcing and distribution, higher pressures on margins, short lead-times and short life cycles of their products. By automating a number of tasks onto a single online platform, all actors in the fashion value chain can interact more easily while the up-to-the-minute perspective on all activities helps them react faster to demand and critical issues. The entire supply chain is more agile, response times shorter, and companies performance increased“.

The first phase of the project started in Europe and Hong Kong, with subsequent roll-out across the Far East. Integration among companies is easily realized by means of the companies' ERP systems or via web, involving more than 350 companies on a global scale.

“TXT is a strategic partner to us – adds Mr. Bentrup. It is a first-mover in the fashion industry and we intend to extend our partnership to the development of a financial clearing system and to the use of new RFID technologies in supply chain management.”



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“The collaboration with Hellmann Meyer & Meyer is a new opportunity for TXT, which is fully committed to this global project – concludes Alvisè Braga Illa, TXT Chairman. Our partnership is getting results for Hellman Meyer & Meyer’s customers while providing a large knowledge sharing opportunity for TXT. The project, deployed at worldwide level, is an innovative and effective way of dealing with globalization.”

Hellmann Meyer & Meyer Integrated Fashion Solutions (www.hellmann-meyer.de) is a joint venture between Hellmann Worldwide Logistics, one of the leading global logistics solution providers and Meyer & Meyer, the European market leader in fashion supply chain management. The group operates across 150 countries, with a global turnover exceeding €2.5B, and supports fashion companies throughout the supply chain - from unprocessed materials up to distribution to the point of sale. The group’s services include quality checks on raw materials and finished products, dry-cleaning and ironing services, repair services, warehouse management, as well as international transportation services. In 2005, over 500 million units of hanging and flat-packed garments were handled in the network.

TXT e-solutions (www.txt.it) international player specialised in strategic enterprise solutions (SES) and related proprietary software, in particular for Content Management and for Demand & Supply Chain Management. Listed in the TechStar and All Stars segments of the Milan Bourse (TXTS and TXTMI), TXT employs some 500 professionals. TXT has its registered HQ in Milan and offices in Genoa, Turin, Vicenza, Bari, Naples, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), London and New York.

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