

Case Study

Integrated Solution to Meet New Russian Legislation



A famous US shoe brand has a stable footprint in Russia with a range of sales channels including their own stores in the biggest cities, private franchise partners in regional cities, and dedicated distributors for remote regions.

Starting Situation

Changes in Russian/EAEU legislation requires additional product markings.

Hellmann provides various solutions to meet the new requirements. Since the shoe brand traditionally sources from their European DC, they decided to minimize risks related to change so chose to have us perform all newly required activities in Hellmann's Vilnius warehouse.



Solution

By using the integrated solution of Hellmann, the manufacturer outsourced execution of all the new requirements in a cost-efficient and hassle-free way and individual product markings were attached on individual product level for a fixed rate per shoe.

Later, since initial production is in China, we re-engineered the supply chain in which we arrange the product marking operations in our Shanghai warehouse and ship directly from China to Russia.



Conclusion

Through Hellmann, the impact on the shoe brand by the new legislation in Russia was limited. Changing the routing with sourcing directly from China saved the company time and money in getting their shoes to Russia and the Eurasian Economic Union.

Contact

Wijnand Herinckx
Director Trade Solutions
Phone: +7 926 301 0502
Email: wijnand.herinckx@hellmann.com
www.hellmann-hts.com

