

## PRESS RELEASE

### **Rituals Selects Arvato SCM Solutions for US E-Commerce Fulfillment**

February 28, 2019

**Pleasant Prairie/Gütersloh – Arvato SCM Solutions has been operating the e-commerce fulfillment for Rituals Cosmetics US online business since November 2018. The services delivered by Arvato’s Consumer Products business unit are implemented and managed at the centrally-located Arvato multi-client distribution center in Pleasant Prairie, Wisconsin, 45 minutes north of Chicago O’Hare International Airport.**

„Rituals continues to grow quickly accross all channels, specifically an exponential growth with regards to e-commerce. We always look for partners that are growing at the same speed and offer solutions on a global scale,“ said Marjolein Westerbeek, President of Rituals USA. „This is why we are delighted to have a reliable partner who flexibly supports us in our desire to exceed the expectations of our end consumers.“

What also counts for US consumers is that they quickly and reliably receive the products they ordered online from the Dutch beauty and cosmetics brand. “The large UPS and Fedex hubs are not far from here, so we can achieve a delivery time of two days for more than 60 percent of the US population,“ said Konstantin Bohmeyer, Vice President Consumer Products North America at Arvato SCM Solutions. As, in addition to fulfillment, Arvato is also responsible for transport management for the Rituals US online store. “We own the contracts with the carriers, manage them on a daily basis and provide a smart system for tracking and tracing the shipments,“ Konstantin Bohmeyer explained.

About 350 employees in total work at Arvato’s 540,000 square feet facility in Pleasant Prairie where, in addition to the logistics and fulfillment tasks, plus warehousing, order picking and shipping, they also provide returns management and added value services such as gift wrapping, bundling or refurbishment of returns.

These services also benefit from experience gained in Europe, where Arvato SCM Solutions is already the fulfillment partner for Rituals in the Netherlands and the UK. Web customers from 27 European countries are served from the Arvato warehouse in Venray for example. “As a result of our long collaboration in Europe, we already know the brand, the processes and requirements very well,“ pointed out Konstantin Bohmeyer. “So we are delighted to be able to continue the global journey with such a rapidly-growing brand in the United States. By focusing on technology and high-quality processes, we are also able to efficiently roll out the Rituals business in more regions, on the same IT platform.”

Sonja Groß

Head of Marketing & Communications  
Arvato SCM Solutions

Phone: +49 5241 80 41 897  
sonja.gross@arvato.com

## PRESS RELEASE

Beyond that, future success will depend more and more on managing and transforming complex processes along the entire supply chain for service providers in the retail and consumer goods industry. As Konstantin Bohmeyer said, “current developments in warehousing and fulfillment, warehouse automation and delivery will also be discussed at the upcoming Shoptalk Show in Las Vegas, the leading conference for the retail industry. With our deep understanding of the market and customers, our IT know-how and deployment of the latest technologies, Arvato is well set up for success.”

### **About Arvato SCM Solutions**

Arvato SCM Solutions is an innovative and international leading service provider in the field of supply chain management and e-commerce. Partners come together with industry specialists in the fields of Telecommunication, Hightech, Entertainment, Corporate Information Management, Healthcare, Consumer Products and Publisher. More than 14,000 employees work together to provide practical and relevant solutions and services worldwide. Using the latest digital technology, Arvato SCM develops, operates and optimizes complex global supply chains and e-commerce platforms, as the strategic growth partner for its customers. Arvato SCM combines the know-how of its employees with the right technology and appropriate business processes to measurably increase the productivity and performance of its partners.

As a leading European full-service e-commerce, omnichannel and retail logistics service provider; Arvato SCM Solutions has worked in the Consumer Products segment with world-renowned fashion, beauty and FMCG brands for over 15 years. Arvato’s brand-specific service portfolio covers retail logistics, omnichannel and the entire e-commerce process chain: development of online shops, frontend management, mobile app, B2B & B2C logistics and shipping including returns management as well as financial services, customer service and e-commerce consulting.

With 70 distribution hubs in Europe, Russia, Asia and the US, Arvato SCM Solutions provides the necessary scalability, flexibility and experience to give their customers the decisive competitive edge.

Arvato is a wholly owned subsidiary of Bertelsmann.

For more information, please visit [www.scm.arvato.com](http://www.scm.arvato.com)

### **About Rituals**

Rituals Cosmetics is the first brand in the world to combine home and body cosmetics. With an expansive product line including body care, scented candles, fragrance sticks, natural skin care, precious mineral make-up and soulwear, the brand transforms everyday routines into more meaningful moments. Each product, over 400 in total, is inspired by an ancient Eastern tradition. In 2000, Rituals opened its first store in

## PRESS RELEASE

Amsterdam's Kalverstraat, followed by openings in such vibrant cities such as London, Madrid, Antwerp, Paris, Lisbon, Berlin, Stockholm and New York. The luxury brand has over 730 stores, more than 2150 shop-in-shops and 4 city spas in 27 countries worldwide. Rituals Cosmetics has expanded rapidly on airlines, cruise liners and ferries as well as in hotels. It has also seen significant duty-free growth, with stores on more than 125 luxury cruise liners, 10 different airlines and several major airports worldwide.

For more information, visit [www.rituals.com](http://www.rituals.com)