

SEASON'S GREETINGS



OOCL
Logistics

Newsletter

Issue 4Q 2015

Issue Date: 31 December 2015

Customer Partnership Recognition



OOCL Logistics (USA) Inc. was pleased to present our Customer Partnership Recognition award to JustFab, Inc. in a luncheon meeting on December 15, 2015 in Los Angeles. Receiving the presentation for

JustFab were Steve Silvis, Vice President and Marie Sailer, Director of Logistics. Representing OOCL Logistics (USA) Inc. were Joe Hogan, Executive Vice President; Dorinda Jung, Sales Director International Logistics and Kerri Woodford, Implementation Manager.

JustFab has been a valued customer of OOCL Logistics since January 2014, having begun implementation to manage their import supply chain the last quarter of 2013. Founded in 2010, JustFab Inc. is a lifestyle fashion company that offers an engaging and personalized shopping experience to over 35 million members worldwide through its portfolio of brands including JustFab, FabKids, ShoeDazzle, and Fabletics. JustFab continues to change the way women shop for fashion all over the world, giving members in the US, Germany, Canada, the United Kingdom, France and Spain the celebrity treatment every month as

they receive a new and customized selection of shoes, handbags, jewelry and denim. FabKids is a leading children's apparel brand that offers busy parents a new way to keep growing kids in stylish, affordable and ready-to-play outfits. Devoted to pampering their clients with world-class service, ShoeDazzle is the go-to destination for the hottest shoe-styles for every occasion. Co-founded by Kate Hudson, Fabletics offers high quality lifestyle activewear and accessories for today's active woman.

OOCL Logistics' tailored solutions implemented to meet the "fast fashion" needs of JustFab include the full range of origin vendor and supply chain services covering consolidated loads, LCL and FCL shipments, NVOCC and airfreight while keeping them on top of their supply chain through PODIUM® exception-based purchase order and shipment visibility. OOCL Logistics provides solutions for the JustFab supply chain from origins across China, Southeast Asia, the Subcontinent and Latin America to the U.S.

Marie Sailer, Director of Logistics at JustFab, commented on the Partnership Recognition, saying, "Just a quick note to let you know how much

we appreciate your kind gesture of presenting us with our award today. For me personally, it is very meaningful, as my goal of improving our logistics department functions and growing the knowledge base has come to life. I know the road has been long, but in just one year, we have made great progress and our future looks bright! Thank you to all of the OOCL Logistics global team for all of the support."

OOCL Logistics looks forward to a continuing and long-lasting logistics relationship with JustFab by continuing to meet the challenges ahead with the same customer-focused solution mindset that has led to success in the past years. For more information on JustFab, go to www.JustFab.com and for more information on OOCL Logistics go to www.OOCLLogistics.com.



L-R: Dorinda Jung, Sales Director International Logistics of OLUI; Steve Silvis-VP of Supply Chain at JustFab; Joe Hogan, Executive VP of OLUI

OOCL Logistics (USA) Inc.

Hours of Operation

Mon-Fri: 0900-1700 hrs



Thailand-Kunming Cross Border Trucking

OOCL Logistics are happy to announce that OOCL Logistics (Thailand) have launched their first Cross Border Trade (CBT) services from Bangkok to Boten. (Provinces of Laos are a border gateway to Kunming and South/West China)

Our Bangkok team has already secured a trial run for the new CBT services with one of our current customers. On 30th October, the first container left Bangkok and 2 days later arrived at the Boten border without any problems. The CBT program

provides a reliable schedule and short lead time customers are looking for and continued business is expected from this trial shipment.

OOCL Logistics is exploring further development of the new route. For our customers, the service provides a new development in the marketplace creating an additional route, beyond ocean transport from Bangkok to Southern and Western China. Efforts are being made to extend the CBT service from the Boten border to Kunming, China.

Thailand – Kunming, China



Country	Border
TH/LA	Chiangkhong/Huayxai
LA/CN	Boten/Mohan

Distance (KM)	
BKK – Huayxai	874
BKK – Mohan	1,106
BKK – Kunming	1,767

	Transit Time / Lead Time (DAY)		
	Huayxai	Mohan	Kunming
BKK	2/3	2/3	3/4
TH Others	3/4	3/4	4/5

To learn more about this Cross Border Trade Service between Bangkok and Boten, please watch for updates here or contact your local OOCL Logistics representative for more information.

OOCL Logistics (Thailand) Ltd
Hours of Operation
Mon-Fri: 0830-1700 hrs



Double 11-China Shopping Festival

November 11th has become a massive online “shopping festival” in China. The greatly increased sales volumes, all concentrated on that one day, place extreme pressure on warehousing and transportation operations as stock turnover is very fast and the demanding customers expect accurate and on-time deliveries of their purchases.

solutions to help eliminate the problems associated with their Double 11 Festival sales operations by providing inventory and warehousing solution experience.

OOCL Logistics set up two warehouse shifts to smoothly handle the workflow, OOCL Logistics established a 24-hour management model to maintain continuous warehouse productivity.

Bringing together experience, operational capacity and teamwork OOCL Logistics met the Double 11 Challenge. By midnight on November 11th OOCL Logistics’ Double 11 Team had successfully processed hundreds of thousands of orders and individual product items. The end result was not only a satisfied and appreciative customer, but happy end consumers who received their Double 11 purchases right on time.

For more information on OOCL Logistics warehousing, distribution and fulfillment services please contact your local OOCL Logistics Representative.

OOCL Logistics (China) Ltd
Hours of Operation
Mon-Fri: 0830-1730 hrs



This year OOCL Logistics was asked by a children’s clothing company to provide

To further improve the operation, the warehouse teams were divided into sub-teams covering the receiving of orders, picking, order checking, packing and preparation of the individual parcels for shipping. Expedited and specific training was completed for each team so that all would be completely familiar with their job duties the moment the Double 11 program began.

OOCL Logistics is a world-class provider of innovative logistics and supply-chain services and solutions, which has an extensive network of more than 100 offices in over 30 countries.

Providing advanced customer-specific solutions through our value-creating services and IT technology in supply-chain management; OOCL logistics’ extensive service network and platforms will allow you to make All the Right Moves for your business. Our dedicated, quality people always provide you with tailor-made logistics solutions, customized to your particular needs.

