

PRESS INFO

TAMARIS



TAMARIS INTRODUCES SINGLE-PAIR DELIVERY

Extended "Endless Aisle" shelf increases customer service

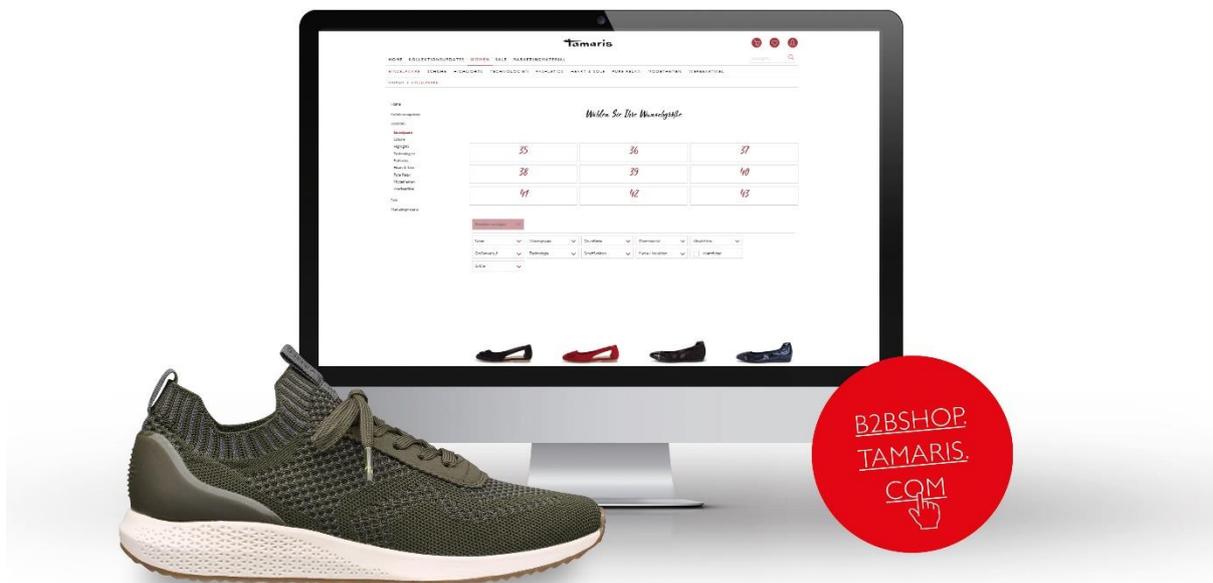
From now on, the extended sales shelf will ensure that Tamaris customers can also buy what is currently not in stock. Following a pilot phase with the Tamaris system partners, all specialist trade partners will also be able to benefit from Tamaris "Endless Aisle" beginning with the spring summer 2021 season. The new service offers Tamaris specialist dealers within the EU the possibility of reordering individual pairs quickly and conveniently, thus significantly increasing the availability of their range of goods. For the Wortmann Group, which has always been known exclusively for its high-performing fixed-assortment logistics, this is a real milestone in the company's history.

"We have listened to our retail partners and worked intensively on a solution that significantly expands our range of services and products and, in particular, strengthens the stationary trade," says Jens Beining, CEO of the Wortmann Group. From now on, the extended sales shelf will allow reordering highly demanded individual styles as well as quickly sold out sizes. With just one click, Tamaris' specialist trade customers can quickly and conveniently replenish their stock shortages and thus take the opportunity to make every Tamaris customer happy. The range of goods includes a large selection of top-selling or promotional styles, special colours, seasonally important product groups or special collection lines. Tamaris offers single pair supply exclusively for the reorder business, whilst the pre-order will continue to run via fixed assortments. That this must be considered as a revolution for Wortmann becomes very clear in the following: single pair ordering has been completely integrated into the company's own processes, where previously only the enormously efficient fixed-assortment logistics were available. An external service provider was assigned for the processing. The new service is offered exclusively in the customer-oriented service portal via the B2B online shop (b2bshop.tamaris.com). The service flat rate for the reorder of single pairs depends on the number of the ordered single pairs and is calculated to cover the costs.

With the single pair logistics, it is possible to respond even more precisely to the requirements of the trade and current customer needs, Beining continued. The fact that Wortmann is investing in cooperation with its specialist trade partners is also shown by current omnichannel solutions for the Tamaris system partners, such as the strategic alliance concluded last year with ANWR, which makes the Tamaris online shop the sales platform for the Tamaris system partners. Beining sees many advantages for retailers in the future: *"With the single pair order we simplify the in-season management. Not only do our retail customers avoid mis-selling, they can also noticeably improve their sales and thus reduce markdowns. This results in higher profits and a better actual calculation. Above all, however, we sustainably increase customer satisfaction and thus create better customer service."*

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About the wortmann group

The Wortmann Group, based in Detmold, is best known for its brand Tamaris. It is one of Europe's largest shoe production and retail companies, and the market leader for fashionable women's shoes. Its collections are available in over 70 countries and more than 15,000 shoe shops all over the world. In addition to the leading brand Tamaris, the group also owns the Marco Tozzi, s.Oliver shoes, Caprice and Jana brands. The Novi Footwear Fareast Ltd. brand in Asia is another Wortmann Group company. The group employs over 1,100 staff internationally. Production work for the company involves a global workforce of approximately 30,000 people.