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beeline builds for the future

In September 2009, beeline opened its newly built International Logistics Centre. After almost a year of construction, the highly automated logistics facility in the Cologne district of Kalk is now ready for operation and will form the foundation stone for beeline's future success. As one of Europe's leading suppliers of fashion jewellery and accessories, beeline is now able to act with enhanced flexibility to the demands of the market.

Sustainability, as well as the economic aspect, had been a major consideration for beeline. One of the largest geothermic systems in Europe was installed in the building. Geothermy is a regenerative source of energy which uses geothermal energy to heat and cool. A photovoltaic system uses solar energy and supplies the centre with sufficient electricity so that no other electricity sources are necessary for light, heating or warm water. The building rates at around 30% below the current energy efficiency regulations and has a good chance of receiving the so-called "green building" certificate from the EU for particularly energy-efficient buildings.

Founded in 1990, beeline GmbH now employs more than 3300 staff at 9,300 POS in 23 countries. Its success rests on its highly fashionable and reasonably priced accessories. With the brands SIX and I AM, beeline meets the demands of a wide range of clients: women from 14 up who are interested in fashion. The large selection of fashionable accessories and the fast implementation of fashion trends are what make the brands so attractive for the fashion-conscious target group. The new Logistics Centre will continue to support this recipe for success.

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