

Industry insight: Cygnia Logistics

Disruption equals opportunity



Cygnia Logistics is one of the UK's leading logistics and fulfilment specialists. Chief Executive Glenn Lindfield explains how a determination to stay agile and innovate routes to market for customers is helping the company to expand.

It's no coincidence that the logo for Cygnia Logistics is a swan. The business is all about being calm and poised in a logistics marketplace that is often anything but.

Ranked as one of the Midlands' 100 fastest-growing companies by Business Insider, at Cygnia we have achieved average annual growth of just under 50% over the past five years. This is thanks to investment in our people and facilities to service the fast-growing e-fulfilment and e-commerce sectors.

With a 25-year heritage in diverse markets, 2018 marked a significant turning point in the direction of the company as we introduced a new leadership team, launched a new brand and made significant investments in our warehouse and IT capabilities to help fast-track growth in our diverse customer base.

We currently operate over 500,000 ft² of warehousing, employ circa 600 staff, provide warehousing, systems integration, pick-and-pack, co-packing services, final-mile delivery and global returns management to e-commerce, omni-channel, retail and automotive OEMs.

Investing to support our customers

Typically, our customers are looking to adapt to an increasingly disrupted marketplace and are at the point where they need to outsource their logistics to an expert partner who can help them fulfil customer requirements, seamlessly. We have supported popular brands across a variety of sectors, such as Molton Brown, Whittards of Chelsea and Ford.

Many customers have grown with Cygnia. We pride ourselves on breaking down barriers to new markets, empowering brands to deliver exceptional service, opening up new customer channels and diversifying their offering. This approach has been particularly successful with online beauty brands such as Feelunique, omni-channel cosmetics brands such as Revolution Beauty and pure play e-commerce brands such as Moonpig.

Over the past 18 months, Cygnia has made significant investments to support our customers, many of whom are experiencing sustained double-digit growth.

We work hard to service particularly demanding sectors, such as beauty, where vloggers and influencers can create

mini-peaks in demand. Our ability to manage both micro and major peaks in orders has resulted in successful partnerships with brands that need to respond to increases in sales, driven by online reviews, social media influencers, planned promotional campaigns and seasonal milestones.

At Cygnia, our customers are faced with a rapid rise in consumer expectations – whether it be lead times, cut-off times, returns management or the need to offer a very broad range of delivery options. Increasingly, we're seeing a strong focus on the experiential side of the fulfilment process. Fulfilment plays a big role in the customer's overall perception of a brand so it's critical to get every aspect right.

Sustainability in packaging, fulfilment and logistics is increasingly important to brands as they become more accountable to their customers, while continually looking for ways to stand out.

With a new and highly experienced leadership team in place, we have set our sights firmly on helping ambitious businesses respond to a dynamic and rapidly changing retail landscape that is rich with opportunity and challenges.

Our clients recognise the importance of having an innovative and experienced logistics partner in building positive customer experiences. Having the best possible user experience drives brand loyalty – especially when it comes to lifestyle products in areas such as health, wellbeing and beauty, gifting, sports and electronic equipment.

Our customers come from a wide variety of markets, ranging from health and beauty and FMCG through to high-tech and automotive, but they all face common challenges. How can the supply chain help me grow my business? How can it improve consumers' experience? How can it be secure and resilient in such a fast-moving environment?

Consumer expectations are growing exponentially. This has significantly disrupted many markets, particularly multi-channel retail. We have a crucial role to play in helping our customers navigate the changes that come with digitalisation and ensuring they continue to thrive.

The disruption caused by pure play and e-commerce sector players is well documented and it's prompting change throughout retail. Whether companies are moving more of their retail from the high street to online or looking to provide a seamless omni-channel experience for their customers, we'll have a logistical solution that enables them to stand out and add value to their offer.

Our aim is to remain agile and responsive, so we continue to innovate routes to market and meet future demands.

Working in the beauty sector has shown how we can really hone our offer to meet one of the most demanding online retail segments. Our plan is to maintain that growth trajectory by serving the wider spectrum of e-commerce markets.



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