



PRESS RELEASE
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Geodis and Presstalis sign agreement on an innovative multimodal platform in Bonneuil-sur-Marne

On April 9th, Geodis and Presstalis (formerly Nmpp) signed a six-year contract undertaking to create a multimodal platform with rail links in the port of Bonneuil-sur-Marne, southeast of Paris.

A logistics platform with great potential

Geodis will coordinate the construction of the platform, which will open for business in March 2011 with a surface area of 19,000 m². Most of the building will be dedicated to Presstalis. In addition to a 14,000 m² order preparation area and 54 loading platform doors, it will provide clients with a 5,000 m² rail transshipment area allowing simultaneous access and departure of two trains, as well as a multimodal platform for loading and unloading swap bodies. Besides the building offers the possibility, in the future, of developing waterway transport, which is the criterion that drove the decision to locate the facility in the port of Bonneuil-sur-Marne.

This site is a true multimodal hub with an unprecedented potential for activity: a single point linking road, rail and waterway transport and offering cross-docking logistic services.

Geodis BM will begin contract services for Presstalis in March 2011

Once the platform is operational, Geodis BM, Presstalis' long-standing logistics partner, will for the next six years handle a significant portion of logistics related to national print media distribution at this modern site. Geodis BM will receive 250,000 pallets a year from more than 50 book binders, then send out deliveries throughout the country by road or rail. Geodis BM will dispatch more than 80 road vehicles daily, as well as two high-speed trains (160km/h), one to Montauban and one to Avignon, for print media distribution. The new organisation system will help to optimise Presstalis' transport plan, eliminating around 20 semi-trailers. In addition, modal transfer will save the company €1 million annually and significantly reduce its CO₂ emissions.

This unprecedented contract, worth more than €10 million to Geodis, is the result of the partnership the two companies have built over many years.

The next step in the ongoing reshaping of Presstalis

After overhauling the logistics chain for daily newspapers and magazines between 2007 and 2009, Presstalis is taking a new step and deploying a new logistics model. The company is adapting to fluctuating publishing volumes, changes in road transport laws and the renovation of saturated rail hubs. It is also bolstering the environmental strategy of Presstalis, as well as of publishing companies and other clients.

The Bonneuil-sur-Marne site simplifies the current logistics configuration by concentrating at a single site the majority of the work currently split between the Lisses site and the Melun and Brétigny rail platforms. The alliance with Geodis shows that Presstalis is actively working to pool its logistics resources with other companies.

Commenting at the signature of the agreement, Bernard Terrade, logistics Director at Presstalis, said: 'The opening of this platform corresponds to the profession's needs, namely permanent adaptation to irregular press flows, speed of implementation and the efficiency of a well-known partner. With this project and the ongoing progress of the 'LUMD' working group for research and innovation that we are coordinating for Sustainable Pooled Urban Logistics, Presstalis is placing sustainable development, particularly the reduction of CO2 emissions and noise pollution in cities, at the heart of its project for the future, focused on savings and efficiency'.

Jean-Louis Demeulenaere, CEO of the Geodis group, added: 'I am very pleased with the development of our relations with Presstalis, a long-standing customer of Geodis BM. The new platform fully illustrates the innovative multimodal global offering of our Group, which now combines improved service quality and respect of environment.'



Maquette du futur site de Bonneuil sur Marne

About Geodis, global operator of the supply chain

A global logistics provider and wholly-owned subsidiary of SNCF Group, Geodis is a European group with a worldwide scope, ranking number four in its field in Europe. The Group's ability to coordinate all or part of the logistics chain (air and sea freight forwarding, groupage, express, contract logistics, transport of part and full truck loads, reverse logistics) enables it to support its customers in their strategic, geographical and technological developments, providing them with solutions tailored to optimising their physical and information flows. Geodis offers a range of logistics services that meet the specific needs of each sector of the economy. Across a network covering 120 countries, the Group's 28,000 employees offer a wealth of multicultural experience, a genuine local service to their customers and outstanding flexibility. Geodis reported revenues of €5 billion in 2009. Geodis BM, the Road division of Geodis group, offers transport solutions and provides professional know how in line with its clients' specific requirements.

About Presstalis

Presstalis is a major distributor and seller of print media. The company has a network of warehouses and relies substantially upon those of Sad, Soprocom and Spps, which it manages. In France, Presstalis runs 2,400 specialised newsstands and shops through its Mediakiosk and Seddif subsidiaries. Internationally, it manages 14 subsidiaries and works with more than 100 distributors. On the strength of its recognised expertise in logistics, with 60,000 products distributed annually and 2.3 billion copies distributed to 160 print media agencies and 30,000 points of sale, the company is expanding into new markets. For the past two years, on behalf of numerous companies and research universities, Presstalis has been heading the LUMD project (Sustainable Pooled Urban Logistics project), which seeks to limit nuisances such as congestion and noise and air pollution in city centres.

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