

## **SEKO Logistics Acquires Majority Stake in Omni-Channel Logistics to Solidify Global Cross Border Ecommerce Solutions**

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SEKO Logistics has acquired a majority shareholding in its strategic partner Omni-Channel Logistics to solidify and grow its eCommerce and technology solutions for retailers, pure-playetailers, marketplaces and platforms.

The two companies have enjoyed a highly successful and growing partnership since Managing Director Kai Lincoln and his partners launched Omni-Channel Logistics in Australia in early 2014. SEKO Logistics created a new integrated eCommerce and logistics division in 2013 with SEKO Omni-Channel Logistics to fast track traditional brick-and-mortar retailers into the global eCommerce market. The four key elements of the SEKO Omni-Channel Logistics offer are Global fulfillment, Global delivery management, Global returns solutions and eCommerce development and design.

The SEKO Omni-Channel Logistics team under Kai has focused on the cross border eCommerce and global eCommerce returns solutions and has since grown its annual revenues by giving major brands and SMEs fast and easy access to primary eCommerce markets in Hong Kong, the US, UK, South East Asia, as well as Australia and New Zealand. Their leading eCommerce expertise has also been fully integrated into SEKO's global network, facilitating SEKO's fastest-growing division globally under Kai's team. By the end of 2017 more than half of SEKO's global airfreight tonnage consisted of retail goods, with a majority coming from cross border eCommerce parcels and global parcel returns.

Kai Lincoln, who will continue to lead SEKO

Omni-Channel Logistics for cross border eCommerce and global eCommerce returns, said: "As a start-up business in 2014, we recognized the importance of having a reputable global brand behind us. SEKO gave us that credibility and the two-way partnership we have enjoyed since has enabled us to become a global eCommerce force with an amazing team of individuals and a technology platform designed and built for scalable cross-border, marketplace and returns solutions.

Justin Irvine, Commercial Director Asia Pacific for the rapidly growing division, added: "We have a great partner in SEKO and this acquisition will be instrumental in assisting SEKO Omni-Channel Logistics' rapid growth in key eCommerce markets around the world."

SEKO Omni-Channel Logistics international delivery management, cross border eCommerce and global eCommerce returns solutions offer customers:

- Faster, cheaper access to primary eCommerce markets including the UK, USA, Hong Kong, Southeast Asia, Australia and New Zealand
- Reduced transit time and lower cost to international markets for faster expansion
- Leveraging and consolidating multiple final mile courier and postal options
- Reduced cart abandonment rates internationally with lower shipping costs

- For select clients, a single custom-branded omni-channel tracking portal that links back to the customers' site and banner ads
- Unified tracking internationally regardless of final mile postal carrier
- An easy and monetized returns solution

"This is a significant investment for SEKO Logistics and solidifies our relationship with what we see as the industry's leading cross-border eCommerce team. As we continue to invest in market expansion focusing on cross-border eCommerce and returns, the big winners will be our clients as we continue to push shipping and technology boundaries to a new level for retailers, pure-play etailers, marketplaces and platforms," added Mark White, SEKO Logistics' Chief Commercial Officer.

SEKO's eCommerce services will be further enhanced by its new strategic partnership with Hermes Germany, which will see both companies combine their B2B and B2C competencies. The partnership broadens the international growth potential of the Hermes Group, particularly in key e-commerce markets in the USA, Asia and Europe, while SEKO Logistics' customers will benefit from Hermes' extensive distribution network in Europe. With Hermes' BorderGuru and SEKO

Omni Parcel, both companies will be bringing start-ups into the partnership that specialize in cross-border e-commerce solutions.

In 2014 SEKO Logistics had also acquired an equity stake in full service eCommerce agency, Red Hot Penny, in the company's move to provide a complete solution for growing retailers.

SEKO Logistics is one of the world's fastest-growing providers of cross-border e-commerce shipping solutions through its Omni-Channel Logistics division, working with both global brands and the most entrepreneurial SME retailers and etailers to expand their presence in the global market. Known as the 'eCommerce specialist' in international outbound shipping and returns, SEKO Omni-Channel Logistics gives customers the total solution they need to grow, including intercontinental fulfilment options, plus, as a major global air freight forwarder, the ability to manage the entire Omni-Channel retailing process in-house; from down route access at origin, through line haul and local injection services at destination including final mile, white glove and home delivery solutions.

Source: [SEKO Logistics](#)