

# HAI and Bolloré Logistics announce first North American partnership



Heinemann Americas, Inc. and Bolloré Logistics Americas celebrate their new partnership in the Americas with a ribbon-cutting ceremony at Bolloré’s Miami warehouse; (L-R): Nathalie Leger, Supply Chain Director, Bolloré Logistics Americas; Nadine Heubel, CEO, Heinemann Americas; Yves Laforgue, CEO, Bolloré Logistics Americas; Paul Blackinton, Heinemann Americas

Heinemann Americas, Inc. (HAI), the Florida-based subsidiary of international duty free company Gebr. Heinemann, and Bolloré Logistics, a global leader in international transport and logistics, announced their first-ever partnership in the Americas. Following years of successfully working together in international markets, this partnership positions both companies to continue their impressive growth in the region.

“With Heinemann Americas’ continued expansion in the US cruise market, we needed a logistics and warehouse partner that could provide the resources, expertise and space to support these new ventures. While exploring potential partners for our Miami-based operations, Bolloré was the clear choice and we are excited to be working together,” comments Nadine Heubel, CEO, Heinemann Americas.

Since Heinemann Americas opened its Miami office almost seven years ago, HAI has become a major player in the US cruise market, securing partnerships with some of the world’s largest cruise lines including Carnival, Royal Caribbean, MSC and Princess. To meet the logistical needs of these new and expanding contracts, HAI selected Bolloré Logistics to manage its state-side warehouse. Heubel noted Bolloré’s long history of success, commitment to green and sustainability-focused initiatives and state-of-the-art inventory management systems as some of the reasons behind this selection.

“We are thrilled to add Heinemann Americas to our list of prominent partners in our Miami regional travel retail hub. HAI and Bolloré Logistics are sharing the same values of excellence, sustainability and customer centricity and we are excited to be working closely together and support each other’s continued success in the Americas,” says Yves Laforgue, CEO, Americas, Bolloré Logistics.