

SERGIO TACCHINI

Where  
**innovation**  
 is a  
**hallmark**

*Italian Group Sergio Tacchini has grown steadily over the last twenty years.*

*The brand markets sports clothing, shoes and accessories and a full range of sportswear. Sergio Tacchini products are forwarded all over Europe from a customised 30,000 sq.m logistics centre at the company HQ near Milan, entirely managed by Norbert Dentressangle.*

AN INTERVIEW WITH ALESSANDRO TACCHINI, CEO



**S**ergio Tacchini employs around 670 people, 270 of whom work at the HQ. In addition to its own shops, the Group operates a score of factory outlets, 200 franchise holders and is present in over five thousand other points of sale.

Dispatching for all products was centralised in Bellinzago, near Milan. Two years ago. "Previously, Group vice-president Alessandro Tacchini told us, each subsidiary had its own warehouse. We decided to centralise all our stocks in one place and to outsource logistics to a specialist - the Norbert Dentressangle Group. Their skills and abilities optimise

our operations, reduce our dispatch lead-times and ensure that our logistics costs vary in direct proportion to our business. We can now spend more time on developing our customer base." One of the Group's recipes for success is diversification.

***“Sergio Tacchini produces four collections per year and is now branching into sportswear”, explains Alessandro Tacchini, CEO.***



Former tennis star Sergio Tacchini, Alessandro's father, started a small revolution in sport when, at the end of the Sixties, players began to wear coloured clothing.

*“Our sector is very competitive. To satisfy increasingly demanding customers our innovation has to be continuous. Two collections a year are no longer enough. Today we have to create four. And our clothing range has to cover a very broad spectrum. We still sell garments designed for specific sports and have developed a general purpose leisure and sportswear line. We also have licenses for eyewear, scents, body care products, leather goods, stationery and writing instruments.”*

## ***“Customer satisfaction implies change”***

The Italian brand has never quit the tennis market that originally made it famous. Many players prefer Sergio Tacchini equipment, including the tennis world N° 2, Spaniard Juan Carlos Ferrero. The Group has also launched golf and sailing collections. The Sergio Tacchini trimaran is skippered by French sailor Karine Fauconnier. An accomplished sportsman himself, Alessandro Tacchini is personally responsible for the Group's sponsoring activities.

**7 million items  
a year, to everywhere  
in the world**

*Created and entirely managed by Norbert Dentressangle for Sergio Tacchini, the Bellinzago logistics platform is:*

- 30,000 sq.m. of warehousing specifically designed for packing parcels;*
- 40 to 120 people who work on the site depending on activity levels. Norbert Dentressangle now*

*employs the warehouse personnel who previously worked for Sergio Tacchini;*

- Every day, two to five trucks leave the warehouse to deliver clients throughout the world;*
- 7 million items a year are received and re-dispatched - approximately 3,500 tons of goods.*