



BERTELSMANN

arvato expands business with Sanofi-Aventis

Procurement and logistics for marketing materials

Gütersloh, 13 April 2011 – Gütersloh-based service provider arvato will manage for Sanofi-Aventis Deutschland GmbH all procurement and logistics for marketing materials from now on, thereby intensifying its cooperation with the healthcare company.

In addition to service centre activities relating to patient care, arvato, market leader for advertising materials logistics in Germany, now also provides all marketing supply chain services for Sanofi-Aventis. This means that arvato not only procures the marketing materials but is also responsible for prepress. In addition, it coordinates further print services and customised mailings for the target groups serviced by the pharmaceutical company. It is also responsible for the complete transport management and the customised distribution of materials to pharmaceutical representatives, sales representatives and patients.

For Bernd Robke, Director arvato Corporate Information Management, the fact that Sanofi-Aventis Deutschland GmbH has also decided to use arvato for its marketing logistics from now on demonstrates the company's own competitiveness in the areas of procurement and logistics. "For each print and marketing product designed by the customer, we can efficiently map out the whole service chain."

By outsourcing the marketing supply chain, Sanofi-Aventis will also benefit from synergy effects at arvato, for example in logistics processes, procurement and transport.

About arvato:

arvato AG is one of the world's leading networked media and communications service providers. It has over 60,000 employees who are engaged in designing and implementing solutions for a wide variety of business processes along integrated service chains, tailored specifically to the needs of their business customers all over the world. These solutions include the entire range of services related to the preparation and distribution of printed materials and digital storage media, as well as data management, customer care, CRM services, supply chain management, digital distribution, financial services, professional and individualized IT services as well as direct marketing of knowledge media.

For more information go to www.arvato-services-cim.de.

Press release

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