



Press Release

Röhlig and Gebrüder Weiss with new brand strategy

In future, both companies will operate independently with their core brands in the air and sea freight market / their operational cooperation will remain

Lauterach/Bremen – 15 December, 2016. Since 1999, the logistics companies Gebrüder Weiss and Röhlig have operated out of their respective air and sea freight offices overseas under the joint name “Weiss-Röhlig”. Both companies are now announcing that this joint brand name will be phased out in 2017. In the medium term, both logistics companies would like to operate in the market under their respective brand names, “Gebrüder Weiss” or “Röhlig”. All locations will continue to operate and will bear either the name “Röhlig” or “Gebrüder Weiss” depending on which company is the owner. In the United States, too, where the two companies run a joint venture, it is planned that they should in future operate under separate names. For this purpose, it is planned to form two independent companies out of the joint venture.

Both companies aim to continue to grow worldwide with their products and to operate independently under their respective names. The business relations of the two companies with their partners and clients will remain unaffected by these measures, as they will continue with their operational cooperation.

As early as the beginning of 2014, Gebrüder Weiss and Röhlig had taken a step towards independence and had restructured their shareholdings in jointly run companies. At that time, Röhlig took over the joint ventures in Singapore, Hong Kong, Thailand and India completely. And, at the same time, Gebrüder Weiss increased its shareholding in the joint ventures in China, Taiwan, Japan, Vietnam and Canada and the United Arab Emirates to 100 per cent. The renaming of the various offices as “Röhlig” or “Gebrüder Weiss” is planned to take place in the course of the coming year.

Röhlig Logistics

Röhlig is an owner-run logistics company which offers its customers services in the areas of sea freight, air freight, project logistics and contract logistics. The family-owned company was founded in 1852 in Bremen, Germany. Today, it employs approximately 2,000 staff members in 30 countries.

Gebrüder Weiss

With over 6,000 employees, 150 company-owned locations and an annual turnover of 1.28 billion euros (2015), Gebrüder Weiss ranks among Europe's leading transport and logistics companies. In addition to its core business of overland transport, air & sea freight and logistics, the company also operates a number of highly specialised industry solutions and subsidiaries under the umbrella of Gebrüder Weiss Holding AG, based in Lauterach (Austria).

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