

BOLLORÉ TRANSPORT & LOGISTICS INAUGURATES ITS 1ST B.LAB CENTER IN PUTEAUX, FRANCE



On Friday 12 April 2019, Bolloré Transport & Logistics officially opened the doors of its B.Lab Center in Puteaux, France. This new 500 sqm location aims at developing new solutions to accelerate the digitization of the supply chain by associating the customers of the company in the process from creation ideation to their implementation.

The B.Lab center relies on the B.Lab global network company and on a worldwide innovative ecosystem. These innovation initiatives are led by four technologies: Blockchain, Artificial Intelligence, Robotics, Internet of Things and will allow to offer a better visibility on the supply chain with real-time piloting, flows optimization and anticipation, and also integration of warehouse automation to reach operational excellency.

Based on design thinking methodology, an approach focused on the need of the customers, the B.Lab Center is composed of different specific areas: "Reset", zone of inspiration; "Innovation Factory" where are tested innovative digital solutions; "Fab Lab – Warehouse & Retail", maker space to build and experiment prototypes; and "Ideate", modular room dedicated to co-creation workshops with clients and experts.

Innovation engraved in Bolloré's DNA

Innovation is engraved in the DNA of the Bolloré Group which has been able to evolve from manufacturing paper to making ultra-thin film to developing electrical storage solutions along with electric vehicles. It has also demonstrated its capacity for anticipating change and its entrepreneurial spirit for embracing new technologies and entering new markets.

Discover the Virtual Tour:

https://www.bolloré-logistics.com/VR/VirtualTourBLAB/B-Lab_Center/B-Lab_Center.html

About Bolloré Transport & Logistics

Bolloré Transport & Logistics is a leading international transport and logistics operator with 36,700 employees in 106 countries around the world. Thanks to its experience in Africa, Bolloré Transport & Logistics is now a major actor in port activities, a specialist in international land and rail transport, and an expert in customised logistics solutions. It operates the first integrated network on the continent and facilitates the import and export of merchandise, even in the most isolated regions.

www.bolloré-transport-logistics.com

About Bolloré Logistics

Bolloré Logistics, a brand of Bolloré Transport & Logistics, is a global leader in supply chain management ranking among the world's top 10 in transport and logistics with an integrated network of 609 offices in 107 countries.

<https://www.bolloré-logistics.com>

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