

**PRESS INFO**

Kuehne+Nagel Group

**Kuehne+Nagel partners with HomeRoots to facilitate efficient logistics for the hospitality industry**

- **One-stop-shop solution for B2B online sales of furniture and home decor products**
- **Instant quoting, booking, and tracking of sea and air services**
- **Improving efficiency and reliability for hospitality customers**

Schindellegi / CH, February 23, 2023 – HomeRoots, a B2B e-commerce furniture and home decor platform, partners with Kuehne+Nagel to facilitate logistic services for the hospitality industry. With this partnership HomeRoots’ customers can now benefit from a convenient one-stop e-commerce solution including quoting, booking, and tracking of their sea and air freight services powered by Kuehne+Nagel.

Answering the need for easy and efficient B2B online experience, Kuehne+Nagel and HomeRoots aim to turn complex sales operations into a seamless “B2C like” experience for the hospitality customers. Kuehne+Nagel will facilitate end-to-end processing allowing HomeRoots customers to instantly quote, easily book and track their shipments directly via the logistics provider. Customers will benefit from efficient logistics solutions thanks to Kuehne+Nagel’s global network of experts and portfolio of innovative and sustainable services. Conversely, Kuehne+Nagel’s existing customers importing furniture and home décor items will now have the opportunity to collaborate with an even larger sector of customers that includes HomeRoots ever growing U.S. customer base.

Holger Altvater, Global Head of Hospitality Logistics at Kuehne+Nagel, comments: “Our customers, especially mid-size independent hoteliers expect more efficient ways to purchase furniture, fixtures and equipment. Collaborating with HomeRoots allows Kuehne+Nagel to strengthen its boutique logistics service offering, while increasing opportunities for HomeRoots beyond the typical retail business.”

“HomeRoots’ partnership with Kuehne-Nagel puts the two companies ahead of the competition. There are very few selling platforms that provide logistics solutions on such a scale. Our goal is to enable our customers to simply add items to their cart on the HomeRoots platform, complete checkout like an end consumer ordering grocery items and enjoy easy and efficient shipping. The existing process which is highly

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complex and high touch will be completely transformed. This is a real game-changer,” says Gil Bar-Lev, CEO of HomeRoots.

This partnership supports HomeRoots to become the ultimate one-stop-shop for B2B online sales of furniture and home decor products, but also opens doors to additional industry and logistics opportunities.

**About Kuehne+Nagel**

With over 80,000 employees at almost 1,300 locations in over 100 countries, the Kuehne+Nagel Group is one of the world's leading logistics companies. Its strong market position lies in sea logistics, air logistics, road logistics and contract logistics, with a clear focus on integrated logistics solutions.

**About HomeRoots**

HomeRoots is the market leader in B2B sales of Furniture, Home Decor, Rugs, & Lighting products. Offering an ever-growing e-catalog of products in stock, HomeRoots is ready to ship to any location or directly to the customer. HomeRoots customers range from interior designers and hospitality projects to small and large e-commerce retailers. The company's mission is to offer an unparalleled range of assortment at competitive pricing and to make the B2B online shopping experience as easy as the B2C online shopping experience. For more information, please visit <https://www.homeroots.co/>