



Mistral Services tells us

The latest in the rag trade!

Mistral Services is specialized in ready-to-wear logistics, and has chosen the Vallée Verte (Green Valley) Business Park in La Valentine specialized in the textile-clothing industry, as the location for its services & logistics platform (SPL). Its objective is to offer its services and at the same time to benefit from a well-located site with well-knitted infrastructures and many advantages. Christophe Guien, Mistral Services Manager, works backwards along the thread of this decision...

> The all-in-one spirit

Mistral Services deals with all logistics of ready-to-wear. Our action field is enormous. It affects reception of articles and storage or preparation of orders, and includes shipment of packages to all selling points or to the final consumer in the case of Internet sales. Our Company is also responsible for finishing of articles: quality control, labeling, ironing and even alterations when necessary.

> Berry's big sister

Mistral Services is a « sister » company of Berry Services that performs the same activity in the centre of France and has been doing so for nearly ten years. In particular, Berry Services was awarded the prize for logistic innovation at the Paris International Transport & Logistics Show in March 2007, for its contribution to the ready-to-wear business. Mistral Services was created in June 2007, and therefore models itself on the experience of its « big sister » to offer high quality services in the South of France and more especially in the PACA region.

> Young but already mature...

Mistral Services, after only a few months experience in the region, has benefited from the know how of our group and it has the firm intention of claiming a leading role in the logistics of the ready-to-wear business. Our objective is to become leader in the field, despite our youth. Obviously, this cannot be done unless the quality of our services is recognized.

> "The place to be"

We selected the Vallée Verte site in La Valentine as the place for our Marseille fashion-clothing service & logistics platform, as a starting point to achieve this objective. This satisfies our two-fold ambition firstly to install the group in this region, and secondly to take advantage of the fact that all other players in the business are present on the same site. This Business Park that we discovered with the assistance of the Clothing Committee satisfies all our expectations.

An advanced services & logistics platform

The services and logistics platform (SPL) dedicated to the textile and clothing industry is avant-garde in its field. All the needs and expected services of textile and clothing manufacturers in the sector can be satisfied around this organisation, set up on the former Nestlé site, that takes account of changes to industrial processes and results in appreciable productivity gains. The platform hosts three activities: a design office run by the Viro workshop, logistics and fashioning done by Berry Services through its Mistral Services entity.

For further information

The Fashion - Clothing services and logistics platform site
<http://www.professionmode.com>

The role of Provence Promotion in assistance and growth of the Textile industry
http://www.professionmode.com/b_impl.php