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### iForce starts cross-border deliveries for Habitat

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iForce has gone live with its e-fulfilment service for Habitat distributing orders to the UK and France.

The cross-border e-fulfilment operation is run from iForce's 63,000 square ft warehouse at Bromford Gate in Birmingham.

iForce stocks several thousand home accessory SKUs replenished by Habitat's warehouse in Wallingford. Sitel, an existing iForce partner, is providing multilingual customer services for both telephone and email enquiries from its call centre in Stratford-upon-Avon.

iForce is also providing Habitat with a returns processing service for UK orders. While Habitat handles French returns at the company's local warehouse in Cergy, France, iForce will fulfil the replacement items where requested.

iForce chief Mark Hewitt said: "This is a significant project for iForce and the online retail sector as a whole as it demonstrates how cross-border European fulfilment can be achieved successfully."

iForce is looking for further growth in mainland Europe. "On reaching agreed volume thresholds iForce will establish a warehouse on mainland Europe providing multilingual customer services through our call centre partner Sitel."

Habitat has 38 stores in the UK and 24 in France, six in Spain and five in Germany in addition to a distribution network of retail partners.

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