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iForce delivers for Digital Village

Submitted by [Chloe Rigby](#) on April 27, 2010 – 1:28 pm [No Comment](#)



Leading musical equipment retailer [Digital Village](#) has outsourced its deliveries to multichannel logistics operator [iForce](#) in a five-year contract.

iForce will now deliver goods from musical instruments to recording studio equipment to Digital Village's eight stores, fulfil orders from the retailer's online website DV247.com as well as orders from schools and educational authorities. Goods to be delivered could include items including a limited edition Gibson Les Paul electric guitar, a piano or a mixing desk.

The appointment comes as Digital Village has seen a fast expansion in sales, particularly online, in the UK and in mainland Europe.

“We are a true multichannel business,” said Paul Dennis, chief executive of Digital Village. “We trade through our Digital Village stores, through our DV247.com website and through our Music Village trading name we are also the largest educational musical equipment supplier in the country.” Outsourcing logistics, he says, “meant that we could continue to expand and that there would be no limit on that expansion.”

Mark Hewitt, chief executive of iForce, said the contract represented the beginning of a long-term partnership. He added: “With iForce taking care of fulfillment, Digital Village is free to concentrate on

developing new markets.”

Picture caption: Eric Clapton Fender Stratocaster electric guitar, stocked by Digital Village

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A vertical advertisement for QuickLive. At the top is a blue square with a white 'e' inside. Below it, the text "QuickLive" is written in a bold, blue, sans-serif font. Underneath that, "The Multi Channel eCommerce Platform" is written in a smaller, black, sans-serif font. At the bottom, there are two dark blue rounded rectangular boxes with white text. The first box says "Integrate all your retail systems in one" and the second box says "Deploy website in 8 weeks". At the very bottom, in a smaller white font, it says "CMS & PIM".