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[iForce keeps the music alive](#)

27/04/2010

By Scott Thompson

iForce has gone live with a multi-channel fulfilment service for music equipment retailer, Digital Village.

From its Milton Park fulfilment centre, near Oxford, iForce has commenced a five-year contract to replenish the company's eight stores, provide fulfilment for orders taken from the website - DV247.com – and those placed by schools and educational authorities.

Digital Village considered keeping its distribution in-house, looking at various options to expand its warehousing to accommodate its growth. "As we came to talk more to iForce, its professional approach led us to believe that outsourcing to a 3PL was the only option for us," says Paul Dennis, CEO at Digital Village. "It meant that we could continue to expand and there would be no limit on that expansion."

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