

Oriflame Cosmetics inaugurated its production facility in Noginsk, Russia



Following an investment of €150 m, Oriflame's new production site in Noginsk, Russia, was officially inaugurated on 18th of February 2015. The site comprises production facilities, warehousing and a distribution center. Top managers of Swedish company, a representative of the Embassy of Sweden and head of Noginsk took part in the inauguration ceremony.

The Swedish cosmetics company Oriflame and logistic service provider TABLOGIX have developed a long term partnership in Russia commencing in 2007. The Oriflame distribution center which includes 37 000 pallet places is essential part of the new facility in Noginsk, managed by TABLOGIX.

In order to consolidate production and logistics in one place, the company's former site in Krasnogorsk was sold to X5 Retail group in October 2014, and the production of lipsticks was moved to Noginsk. Oriflame's facilities in Noginsk are built on a 26 ha land plot, owned by the company, and with significant focus on sustainability. The environmental-friendly distribution center (42,000 sqm) is LEED certified (silver level), being the largest industrial facility with such a certification level in Russia. The plan is to produce shampoos, deodorants, liquid soaps, lipsticks and other cosmetic products to serve consultants and consumers in a more efficient way. Today 400 employees work in production and the warehouse.



The Distribution center is divided into 2 parts: B2B and B2C. The B2B operations are managed by TABLOGIX for storage and handling of palletized goods. The B2B warehouse implements such functions as receiving pallets from production, distribution to Russian regions, shipment for export, replenishing stock for picking customer orders via conveyor and kitting. B2C operations are managed by Oriflame staff who pick orders for shipment to cosmetics customers using a semi automated conveyor system.



Magnus Brännström, Oriflame CEO and President comments: “The launch of our new factory in Noginsk is an important milestone for Oriflame, as the Russian market is, and will continue to be, essential for the company. The opening of a large production site will further support Oriflame’s sales and development in Russia and CIS. In addition, we are of course happy to contribute to the creation of hundreds of jobs in the area. We work hard to increase efficiency of our production and distribution in order to offer our consultants and consumers innovative quality products at affordable prices.”



Magnus Brännström, Oriflame CEO and President



Ruslan Popov, Director GDC (on the left), Konrad Gluchowsky, Vice President Global Logistics (on the right)