

2 August 2016

Kinokuniya collaborates with Tohan Logitecs to streamline direct order logistics

Kinokuniya Company Ltd (Chairman and President Masashi Takai) has agreed to outsource distribution responsibilities of direct orders between publishers and bookstores to Tohan Logitecs Co. Ltd. (President Toshitaka Kondo) and utilise Tohan Logitecs' infrastructure for shipping of direct orders to Kinokuniya's stores.

As part of the publication distribution reform, Kinokuniya has been expanding the scope of publisher-to-bookstore direct supply using in-house logistics, starting with the procurement of Haruki Murakami's new essay collection published by Switch Publishing in September 2015: *Shokugyou Toshiteno Shosetsuka* (Novelist as a Profession). However, as the volume of such direct orders grew, the following issues became manifest:

- 1) The higher cost for maintaining similar turnaround time of goods
- 2) The high unit cost of in-house logistics
- 3) The high cost of incoming goods inspection and data processing at each store for direct orders

In order to address these various challenges, we believe that it is most efficient for publishers and us to employ the long-standing logistics infrastructure in the industry provided by Tohan Logitecs Co. Ltd., part of the Tohan Corporation Group.

Kinokuniya will proceed in a partnership with Tohan Logitecs Co. Ltd and continue to develop this initiative to purchase publications directly from publishers.

For more information on this press release please contact info@kinokuniya.co.jp

日本語版は[こちら](#)をご覧ください。