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Global Logistics Management

FOR IMMEDIATE RELEASE:

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**International Housewares Shippers Association Selects Laufer Group International as
Strategic Logistics Partner**

NEW YORK, NY, August 2011 – The International Housewares Shippers Association announces this week that Laufer Group International has been selected as its strategic logistics partner, effective immediately. Laufer will provide IHSA members with integrated logistics service solutions outside of IHSA's current carrier portfolio, allowing more options for increased flexibility. The company is excited by the opportunity this new alliance presents and is eager to begin developing customized supply chain solutions for IHSA members.

"The vision of IHSA leadership to not simply add an NVOCC to their program, but rather *integrate* a suite of visibility and logistics services for its membership is truly different. We are pleased and excited to be in partnership with such an organization," say Michael Van Hagen, Vice President of International Sales for Laufer Group International.

The partnership gives IHSA members access to Laufer's full suite of services, which includes airfreight, customs brokerage, and LCL services, providing all existing and future IHSA affiliates with varied supply chain options. Further, as a fully licensed NVOCC, Laufer Group International will provide Full-Container-Load options outside of the IHSA's direct carrier program. This FCL option will supply members with access to rates and services with every major carrier in the Transpacific trade.

"From the beginning, the Shippers Association has brought groundbreaking, value driven service to shippers from the best in the business. The IHSA and Laufer partnership provides a unique logistics delivery model. It enables the Shippers Association to enrich our valued current partners and provide shipping services in every mode of the supply chain. We are excited about the prospects for our members and the opportunities it presents for the shipping industry," says Dave Akers, Executive Director, IHSA."





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The International Housewares Shippers Association (IHSA) is a not-for-profit association formed to benefit companies belonging to the International Housewares Association (IHA). Through the combined leverage of members, IHSA negotiates freight contracts and partners with other logistics providers to lower supply chain costs. To learn more about membership, please visit www.shippersassociation.org.

Laufer Group International Ltd. has established a complete logistics and service platform from which it provides its customers improved shipping flexibility, enhanced operational control, and exceptional visibility tools. The company's mission to 'Deliver Integrity' continues to be evident in its customer centric and solutions based approach. Laufer Group is headquartered in New York City with offices in Atlanta, Boston, Chicago, Kansas City, Long Beach, Norfolk, San Francisco and Seattle. Please visit www.laufer.com for more information.

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