



**FOR IMMEDIATE RELEASE:**

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**Laufer Group International & the Toy Shippers Association, Inc. (TOYSA)**

**Announce Strategic Partnership**

**NEW YORK, NY, July 2011** – Laufer Group International announces this week its new strategic partnership with non-profit organization, Toy Shippers Association, Inc. (TOYSA). This joint venture allows TOYSA members access to Laufer's full suite of international logistics services, while still remaining under the TOYSA umbrella. Both organizations are eager to begin work on creating integrated and customized supply chain solutions for TOYSA members and value the opportunity this alliance presents.

"Our new partnership with Laufer has allowed us to craft a unique logistics delivery model previously not available. It enables shippers to add value, opportunity, visibility and accountability to their supply chain. We are excited about the prospects for our members and the opportunities it presents for the shipping industry," says Dave Akers, Managing Director for TOYSA.

As a fully licensed NVOCC, Laufer Group International will provide TOYSA members with Full-Container-Load options outside of their direct carrier program. This FCL option is new for TOYSA and will provide members with access to rates and services with every major carrier in the Transpacific trade. Additionally, Laufer's service portfolio, which includes airfreight, customs brokerage, and LCL services, will provide all existing and new TOYSA affiliates varied supply chain options.

Laufer Group International mirrors TOYSA's enthusiasm on the recent alignment. "We are not only excited about partnering with such a well-respected organization as TOYSA, but also strongly believe the partnership will empower both organizations to strengthen core services for members and affiliates and will create a model for mutual growth," says Bryan Martsching, Director of Business Development for Laufer Group International.

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TOYSA is a non-profit shipping organization whose mission is to negotiate competitive ocean freight contracts for companies that import toys and related commodities from Asia to the United States. More information regarding TOYSA membership can be found at <http://www.toysa.com/>.

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, San Francisco and Seattle. Please visit [www.laufer.com](http://www.laufer.com) for more information.

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Laufer Group has been featured this week in several industry publications, including the Journal of Commerce, American Shipper, and the American Journal of Transportation!

To read the official JOC news article on the Laufer/TOYSA partnership, [click here](#)

