

# HIGH-SPEED DELIVERY WITH RAPID FULFILLMENT



E-commerce fulfilment experts Rapid Fulfillment join the 200mph club as they become title sponsors for Kawasaki's Official British Superbike team; FS-3 Racing.

The Milton Keynes based company, prides itself on its fast moving, flexible logistics service, sees synergy with the frenetic pace of the Superbike race paddock, as teams work to gain fractions of a second on the circuit.

Rapid Fulfillment view the team and the popular race series as the perfect platform to grow awareness for their services.

The COVID situation has created a huge increase in demand for online b2c sales resulting in many more SME businesses now moving to outsourced fulfilment services to get their products quickly and safely to customers and Rapid Fulfillment offer bespoke storage, order pick & pack and worldwide shipping.

Concentrating on serving UK based businesses looking to grow both domestically and globally, the company believes the demographics of the Superbike audience correlate well with their potential customers.

Rapid Fulfillment owner Warren Bright has been a long-time motorsport enthusiast and supported several motorcycle racers over the years.

Rapid Fulfillment Services Managing Director Bryn Owen explained the new title partnership; "We believe the Rapid Fulfillment FS-3 Racing Kawasaki team will fly the flag for us in a way we've never experienced before as we ramp up our marketing drive in the UK.

"Clearly we are in a growth sector, so we need to ensure potential clients are well aware of our brand, an objective which this sponsorship will support.

"To see the bikes, trucks and garage display all running our branding as Danny took pole position really brought our partnership to life and we look forward to the remaining rounds of this exciting series."

## WWW.RAPIDFULFILLMENT.CO.UK



# FS-3

RACING

