International furniture brand inks 10-year deal with Maersk

Singapore-founded Castlery has signed a shipping and logistics partnership with AP Moller – Maersk.

Marcus Hand, Editor

February 14, 2025



Credit: Maersk

Castlery, which currently has operations in six countries including <u>Singapore</u>, US and Australia, has signed a 10-year ocean and integrated logistics service agreement with <u>Maersk</u>.

The shipping and logistics deal is designed support Castlery's expansion as it aims to scale its operations globally.

"Our goal is to bring Castlery's brand of thoughtfully designed, high-quality furniture to homes around the world. But scaling a brand globally requires more than just great products – it demands a logistics network that is agile, efficient, and future-ready. This long-term partnership with Maersk gives us the certainty to grow, while demonstrating our commitment to delivering a seamless experience for our customers," said Declan Ee, Co-founder of Castlery.

The new agreement builds on previous cooperation between the two companies with Maersk contributing to the optimisation of Castlery's supply chain operations, inventory management, and last-mile logistics.

"We have worked hard to create an integrated one-stop logistics service model that unlocks value across Castlery's supply chain," said Elaine Low, Area Managing Director, Southeast Asia, Maersk.

"This new agreement signals the success of our partnership, which we are confident to grow further over the next decade."