

China's CHAGEE & FLUX Technology empower expansion with digital intelligence

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CHAGEE, a Chinese tea brand, has reached a cooperation with FLUX Technology and introduced the FLUX TMS to create a digital and intelligent transportation and distribution system.

CHAGEE, a Chinese freshly brewed tea brand, is officially listed on the NASDAQ in the United States. Its stock code is CHA, which is the pinyin of the Chinese character "茶" (tea). CHAGEE has become the first new-style tea brand to be listed on the US stock market.

Founded in 2017 and headquartered in Shanghai, CHAGEE mainly focuses on fresh milk tea made from original tea leaves. Starting from the Ancient Tea-Horse Road in Yunnan, it combines and innovatively integrates Eastern culture with the inheritance of tea affairs, creating a new type of Eastern tea shop.

In 2019, the first CHAGEE store in Malaysia officially opened, marking the start of its overseas expansion and truly bringing Eastern tea to the world. Currently, CHAGEE has more than 6,440 stores globally.

To support its rapid growth, CHAGEE has collaborated with FLUX Technology to deploy the FLUX TMS solution, enhancing the efficiency and accuracy of its logistics operations.

FLUX TMS will optimise CHAGEE's transportation network, including long-haul freight, urban distribution, supplier deliveries, international logistics, and overseas warehouse fulfilment, enabling end-to-end intelligent and transparent logistics management. The system provides a unified dispatching platform with features such as transport resource management, route planning and optimisation, and intelligent vehicle scheduling, significantly reducing costs and improving operational efficiency. Additionally, FLUX TMS supports multi-dimensional billing with configurable rules, automating fee calculations and minimising manual intervention.