
PRESS RELEASE

REDOFFICE joins INTERACTION

INTERACTION, Europe's largest alliance of Office Products and Business Supplies-distributors, is proud to welcome Redoffice Supply & Logistics as its latest member.

Redoffice Supply & Logistics is a Danish association of 3 leading OP dealers. It operates nationwide out of a central warehouse in Esbjerg and has an annual turnover of 100 million Euro. Products are mainly sold to SME's, B2G and B2C via web, catalogue, sales reps and 20 cash and carry stores.

With the addition of Redoffice S&L to its membership, INTERACTION is strengthening its presence on the Scandinavian market, where it is already active through the Wulff Group and Remmer.

Redoffice will participate in the INTERACTION key-vendor agreements as well as distribute the Q-CONNECT housebrand across its territory.

Jan Van Belleghem, the INTERACTION MD comments: "Redoffice, as a professional broad-line distributor with modern logistics and a diversified go-to-market strategy, is a perfect match with the profile of the other INTERACTION members. We are really looking forward to this cooperation".

Per Jessen, the MD of Redoffice S&L comments: "Redoffice has developed very positively during the last 10 years. Our success is based on branding, commitment, strong cooperation with key suppliers and development of different e-platforms. For us it is a logical next step looking for international co-operations to grow our business even further. We believe that INTERACTION is a strong partner in the OP environment, and we are looking forward to developing our business together".

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