



Bern, October 9, 2008. iba, the most important Swiss SME for office supplies, continues on their road to success – as well as at the European level.

iba paves new roads

iba AG, in Bolligen, Switzerland, rich in tradition, active throughout Switzerland and one of the leading Swiss office equipment suppliers, has been paving successful new roads over the last five years. iba has maintained its autonomy as an independently run family business while making strong headway on the international road map. Through its partnership in the EOSA alliance (European Office Supplies Alliance), this Bernese company is well equipped to work with optimal conditions in the office supplies field and can operate within an enlarged sales network in order to offer the best possible service to its European customers.

Peter Basci, iba's Managing Director, has been the president of the EOSA for almost a year now and is making very successful contributions to the organization.

The Opportunity to Internationalize a Swiss SME

Involvement in international alliances could serve as a model to other Swiss SME; particularly at the present time where multinationals are spreading their market shares and where global company mergers are making daily headlines. Peter Basci reflects on iba's EOSA advantages: *"Our membership in EOSA leads iba to be more independent while becoming more influential in the international market. We are increasing our competitive strength much more as an independent company, more than we could have, if we had tried to enter the international scene alone. This is especially noteworthy in today's international purchases and sales business, which is happening globally in the entire European market."* iba's Managing Director and owner is convinced that many SME could reach out to the global market if they focused and united their strengths: *"This is exactly how EOSA works – We act together as a global supplier, while maintaining our independence as individual leading companies in our respective countries."*

Combining International Expertise and Local Excellence

In addition to coordinating marketing, sales and purchasing activities, EOSA continuously offers the possibility to exchange views and ideas within project groups, among leading colleagues from all over Europe. *“This advantage is also very important to us because we greatly appreciate the possibility of exchanging information on a technical and informal level in an international context. It makes us more attractive as an employer, as well,”* emphasizes Peter Basci.

iba promotes and sells its office equipment supplies throughout Switzerland and truly knows the needs of its national customers. At the same time, iba takes advantage of EOSA’s international dimension for the regrouping of common purchases and common tenders. Peter Basci explains: *“We can now act as a global player, while making the best use of our specific national market knowledge.”*

A Billion Euros Worth of Office Supplies under Swiss Leadership

Since Peter Basci assumed the EOSA presidency, the alliance continues to increase its membership: New members from Spain and France have joined the alliance and EOSA’s is making rapid strides towards Eastern European expansion. In 2008, EOSA will reach a turnover of approximately € 950 million. Also, the future perspectives of the family owned company, iba, appears quite promising, thanks to its access to the international market during the last 5 years. Moreover, iba can look back on over 70 years of company history and how it has made itself a well recognized brand name to its 130,000 customers in Business-to-Business transactions. iba’s 130 co-workers generated a turnover of 54.5 million Swiss Francs (2007). Every day, 1,800 packages are sent out to customers from iba’s modern business center in Bolligen; representing a total of 30 tons of goods per day, with 99% accepted deliveries.



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About EOSA

The European Office Supplies Alliance (EOSA) is a partnership of European office products companies founded in 2002. The alliance, which coordinates joint purchases and sales in 17 countries, achieved a consolidated turnover of € 750 million in 2007. France and Fiducial Office Solutions joined EOSA in Spring 2008, thus becoming the 12th member in EOSA. EOSA's 12 members are on their way to reach a turnover of € 950 million in 2008.

Thanks to its strong commercial activities, EOSA plays a leading role in Europe's office products industry.

For more information:

Visit iba at: www.iba.ch

Visit EOSA at: www.eosa.biz

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