

Amsterdam (NL)/ Norwich (UK)/ Oslo (NOR)/ Roma (IT)/ Madrid (ES)

Date
10th July 2003

FIRM FOUNDATIONS FOR EOSA EXPANSION

The European Office Supplies Alliance (EOSA) was founded in August 2002 by three members to supply office products across Europe. Each founder member recognised the need to provide a comprehensive European solution to compete in an increasingly global marketplace. The unique position of the alliance gives European coverage combined with excellent local support from the highly successful member companies. Detailed analysis and co-ordination across the sales, marketing and purchasing functions of all members has led to the combining of specific local know-how of each EOSA member with an agreed EOSA strategy. A single solution is now available.

EOSA now has five members covering 14 European countries and at the end of 2002 reached combined turnover of more than €750 million.

Early 2003 saw the first rewards of the close partnership approach of the members. Joint purchasing initiatives have achieved excellent results, and recognition by suppliers and manufacturers of the strength of the alliance indicates that future combined deals will soon be realised.

Ideas and initiatives are shared throughout the EOSA partnership and best practice has been established for pan-European tenders and quotations. Each customer project is led by a European Key-Account Manager who ensures delivery of the complete solution, through close communication with all relevant members. The sales and marketing team has also developed a European product range, a website, marketing literature and an interactive EOSA presentation.

Autumn 2003 will see a more aggressive approach from EOSA to bring its unique advantages to more international prospects. That is a European partner with great strength across Europe through strong local companies with detailed insight and knowledge of local markets and customs.

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Meanwhile the EOSA partners enjoyed a successful first half of 2003. EOSA's turnover showed organic growth of 7%. Operational results also improved. EOSA has excellent prospects and positive expectations for the second half of 2003. Negotiations are underway with a number of additional members to further expand coverage by the end of 2003.

About EOSA

EOSA (European Office Supplies Alliance) is a recently formed alliance within the European Office Products Industry. It is an alliance between five leading European office suppliers, Dutch based Ahrend Office Products, UK based office2office, Norwegian based C. Tybring-Gjedde, Italian based Errebian and Burototal from Spain.

This partnership comprises commercial and purchasing co-operation. The alliance has a turnover of € 750 million. This ranks the new combination among the leaders of the European office products industry. The alliance is to be expanded with more members in the short- and medium--long term.

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