

Deals

Kaut-Bullinger launches concessions concept

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The reseller has teamed up with Adler, opening the first Kaut-Bullinger branded space in the company's flagship store in the northern Bavarian town of Haibach on 16 February. The 33 sq m (330 sq ft) area includes a range of stationery products, fine writing instruments, gift bags, wrapping paper, and greeting cards, as well as fashion accessories and a selection of travel items such as luggage – a new category that Kaut-Bullinger has recently diversified into.

If the pilot is successful, plans are already underway to open further concessions in more retail stores across Germany in the coming quarters. This could rise to a double-digit number in the current financial year.

The initiative marks the return of the Kaut-Bullinger brand to the retail channel 12 months after it closed its own flagship shop in the centre of Munich. CEO Robert Brech told OPI it was part of the company's plans to restore the top line, which had shrunk by around €17 million (\$18.2 million) due to the closure of its store network. Another important area of transformation is digital, including a marketplace and a new platform for large contract clients.

Taufkirchen, Germany

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