



 **EURO CRAFT**  
The power of synergy

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The power of synergy



 **EURO CRAFT**  
The power of synergy



**ZEVIJ-NECOMIJ**  
BOUW EN INDUSTRIE





## < In Benelux >



# Key figures

< In Benelux >



475  
mln



turnover  
construction

225  
mln



turnover  
industry

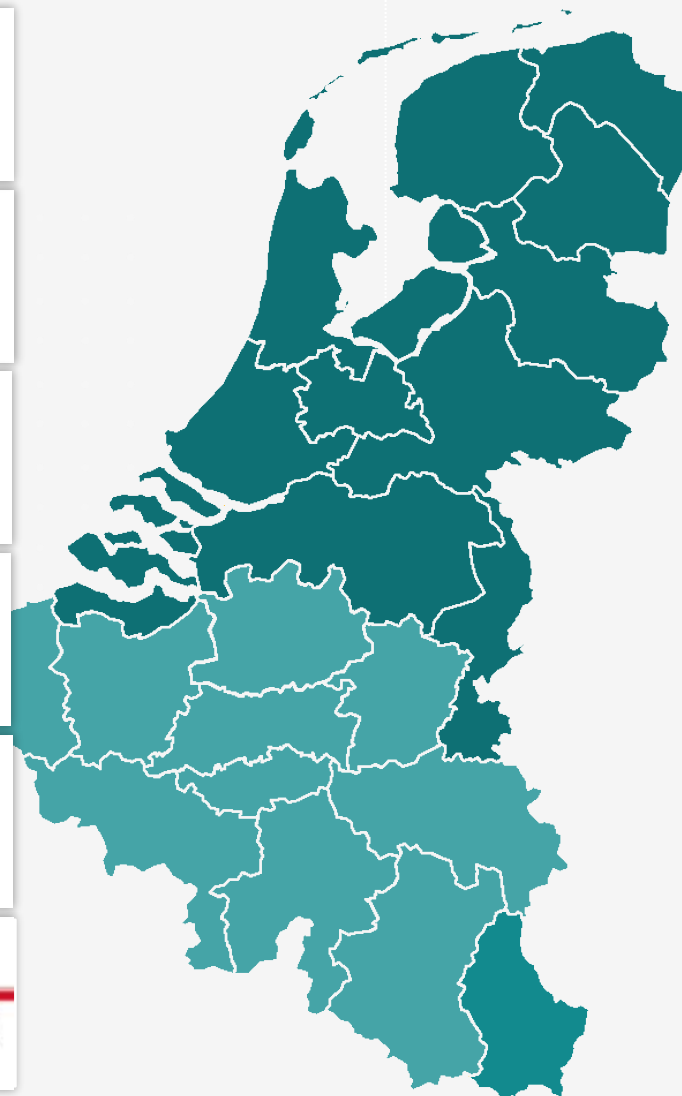
700  
mln



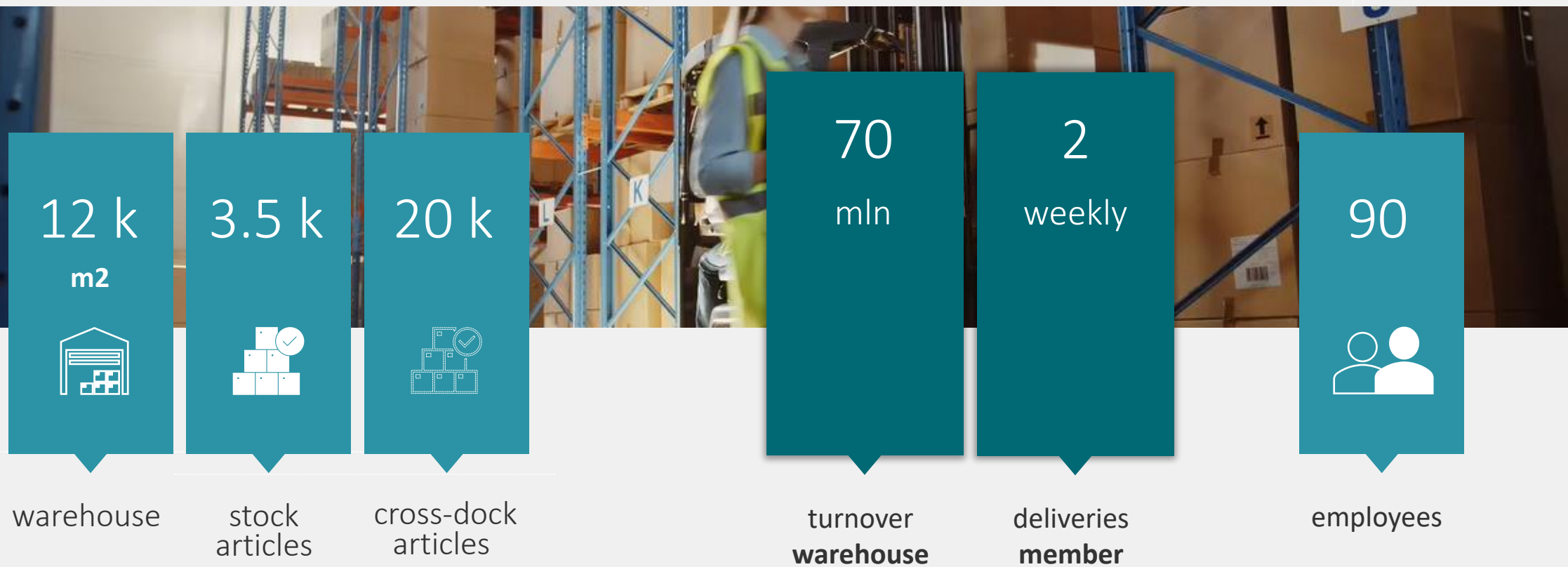
buying  
turnover ZN

# Members

< Zevij-Necomij >

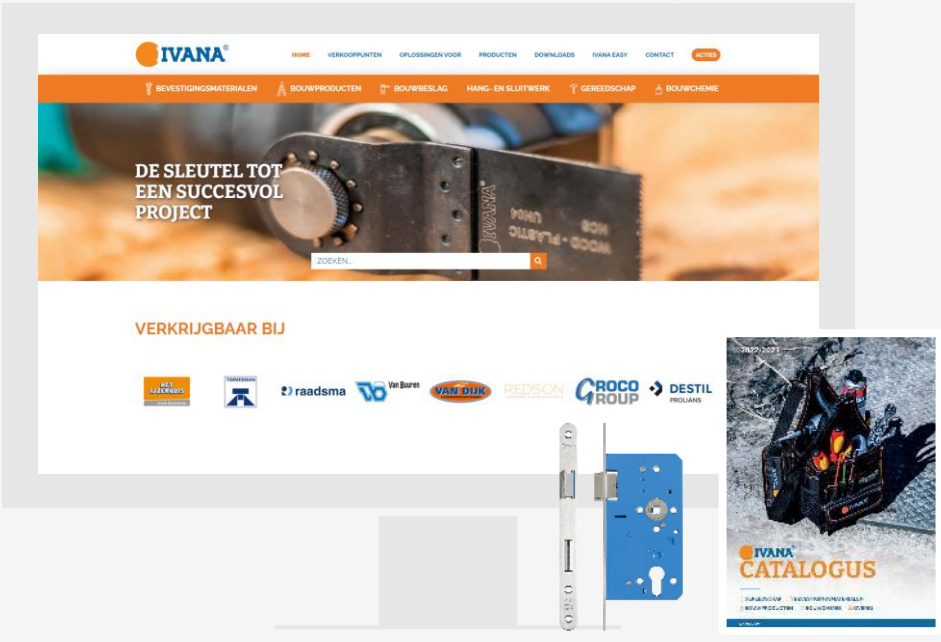
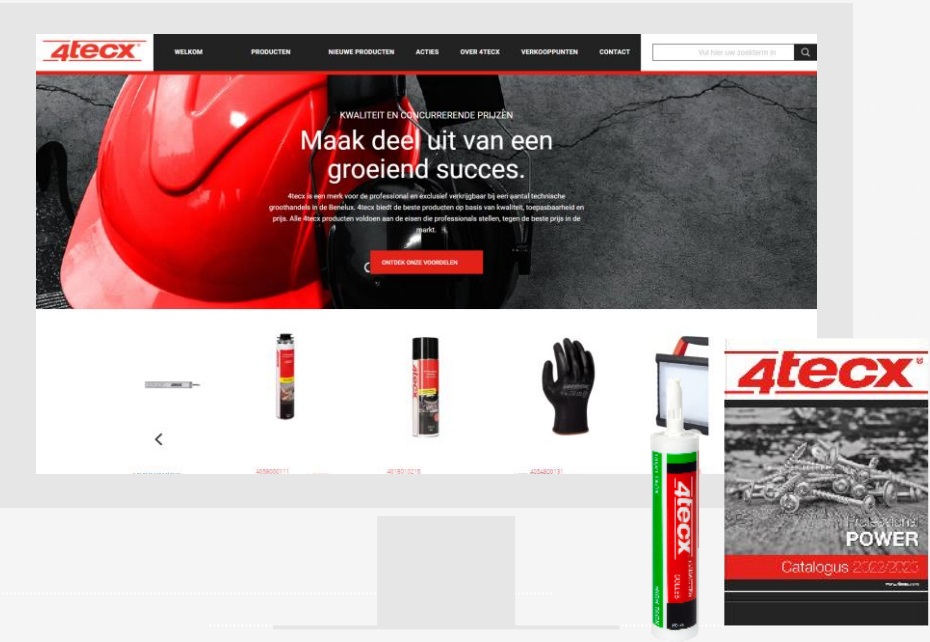


## < In Benelux >



# Private Label

< 4tecx | Ivana >









**ZEVIJ-NECOMIJ**  
BOUW EN INDUSTRIE



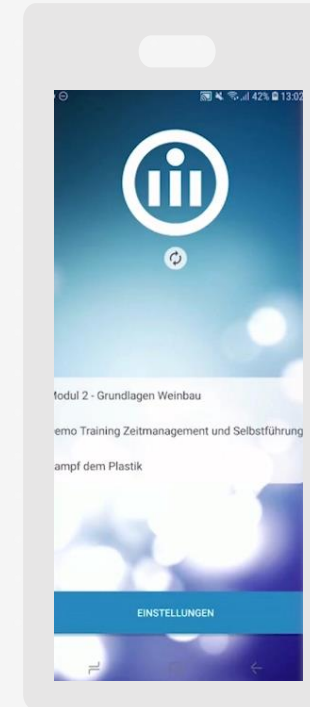




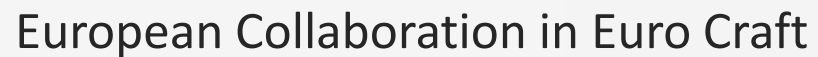
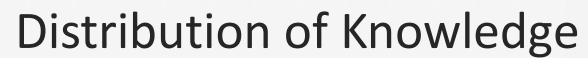
# Zevij-Necomij Academy

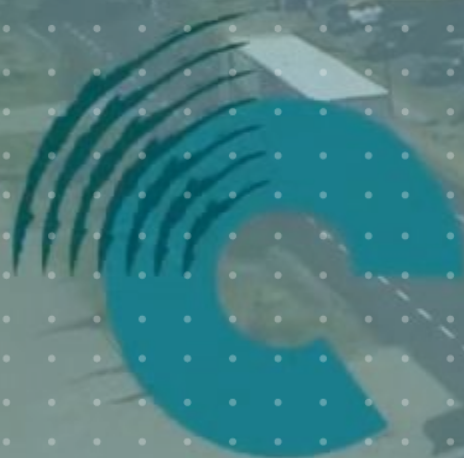
< Mobile study >

A Zevij-Necomij portal for the distribution of education and training from vendors to members, member employees and their customers.



## < Main issues for the coming years >





**ZEVIJ-NECOMIJ**  
BOUW EN INDUSTRIE



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**SOCODA**  
— Groupe





## SOCODA, a history of local and human entrepreneurship.

It was more than 75 years ago, when everything was being rebuilt, that merchants of various materials for construction and industry joined forces to create the **independent alliance** we are today.

It is from this desire to be together, from the desire to build a common future, from this diversity of know-how, experiences and individualities, that SOCODA was born.

We gather  
**Men and women ...**

**Entrepreneurs...**

behind each distributor there is a unique history of entrepreneurship, that we value.

**...experts...**

each one has a singular expertise or know-how that we highlight.

**...and by their side, teams**

engaged in daily life of their company and all its transformations.

and  
**Family business models...**

**Sustainable and family-owned...**

with a long-term perspective that goes beyond the strict financial stakes.

**...locally anchored...**

which extend over the territories on which they are located.

**...and omnichannel**

offering both digital and physical experience to their customers and to promote the brands they trust.

**200**INDEPENDENT  
DISTRIBUTORS**11 000**

PEOPLE

**1 000**

POINT OF SALE

**440 000**

PROFESSIONAL CUSTOMERS

**3,3**

Billion €

Cumulated Turn over all activities included

**2,9**

Billion €

Cumulated turn over on Socoda activities



## BRANCHES



STEEL



DECORATION

**IRIS DÉCORATION**  
Alliance France



ELECTRICITY

TOOLS AND  
INDUSTRIAL  
SUPPLIES

**ADDOK**  
Alliance France

**EURO CRAFT**  
Alliance Monde

SANITARY  
PLUMBING AND  
HEATING

**Allix**  
Alliance France



STEEL	29,5%
DÉCORATION	17,2%
ÉLECTRICITÉ	18,5%
TOOLS AND INDUSTRIAL SUPPLIES	22%
SANITARY PLUMBING AND HEATING	12,8%



## Business

**Data** as the heart of value

**End-customer** focused

Tailor-made **services**

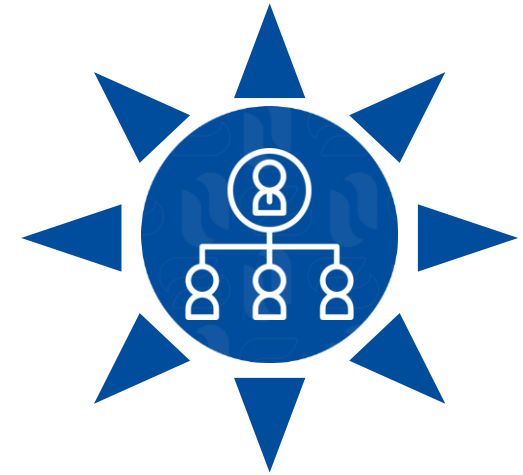


## Cultural

**Solidarity** and  
**Transparency**

**Value creation**

**Co-invest** in the Future

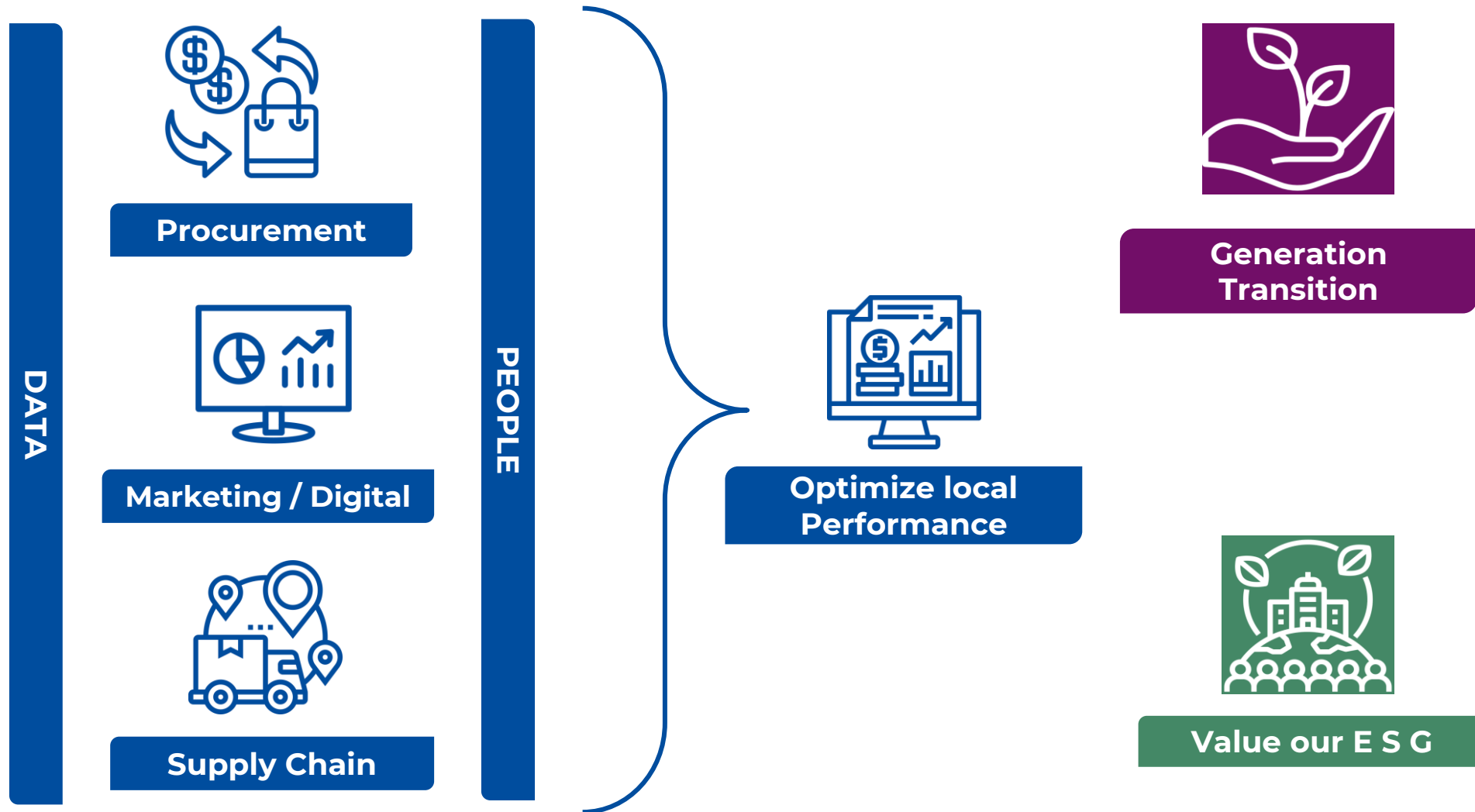


## Organisational

**Digital Factory**

Gouvernance in **project mode**  
with members

**Collective Intelligence** and  
**transversality**





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Welcome at  
**3e**

We support our members in order to be **successful together.**



**311**  
members

**€ 709 Mio.**  
turnover (all members)



Austria 146 / international 165

Austria € 525 Mio. / international € 184 Mio.



employees

**119**  
3e-Zentrale

**900**  
suppliers with contract



**2.500**  
Austria

**18.000**  
products at the central warehouse



# Successful Internationalisation



With the founding of the first international branch in 1997 in Slovenia, 3e laid the foundation stone for successful internationalisation.

The company now possesses nearly 150 member companies outside Austria in eleven countries in Central and Southeast Europe.

Direct support of the international member companies is carried out via local branches by employees with a knowledge of the country and language.



# assortment focal points

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- tools, machines, hand tools
- hardware, fittings, fastening technology
- occupational safety, work clothing
- workshop equipment
- paints, varnishes, construction chemicals
- garden tools, gardening equipment, garden accessories
- garden furniture
- electrical installation, lighting
- construction elements, construction accessories
- Sanitary, bathroom furniture, wellness
- ovens, stoves
- home and kitchen appliances





# central warehouse

> 18.000

In addition to around 900 contracts with the brand industry, 3e provides its member companies with more than 18,000 stock items, thus securing a comprehensive product range for them.

Through the own imports, 3e members have direct access to the cheapest prices on the world market.



**our** private labels



*PROFI* **AIR**



**FORRES**



**E-FLOR**



# AHS

## Import company for goods from the Far East

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Since 1997 there is the purchasing subsidiary AHS (Austria Hardware, Service and Marketing GmbH) based in Wels.

The company is responsible for sourcing Far East products and handles the import of private label products. Currently different articles are imported – private labels and price entry products.

Sourcing is partly done for these products of 3e own brands: electric hand tools, hand tools, accessories and consumables, gardening tools, compressed air products and accessories, ...

# our range of services

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The 3e offers a comprehensive service package that gives independent dealers more freedom for needs-oriented advice of their customers.



services



Category  
Management



Marketing



Public Relations

# benefits of a membership

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## 1.

### **purchase**

- > Coordination of over 900 contract suppliers
- > Price advantages and bonuses based on joint negotiation results with national and international associations
- > Self-imports with national and international associations
- > Access to the 3e central warehouse with more than 18,000 items and small packaging units (Extranet online ordering system)
- > Early purchase and trade fair conditions at the annual association trade fair

## 2.

### **digital competence**

- > omnichannel concept
- > webshop
- > loyalty card
- > Social Media
- > Digital Marketing

## 3.

### **information**

- > Information transfer from Market and industry news about 3e communication channels
- > Sales promotion (actions)
- > Extranet: product information, image database, invoices, logistics, ...

## 4.

### **services**

- > Marketing: omnichannel concepts (digital marketing, graphics, image database)
- > market research
- > Shop planning: merchandising, concept planning and -consultation
- > Location analyzes & selection advice
- > IT: Database solutions, Interfaces, inventory management

## 5.

### **further education**

- > 3e Academy: Training and seminars for Apprentices and consultants (Apprenticeship College, certified specialist consultant training)
- > Linking specialist with digital competence
- > product training

# our sales concepts

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**LET'S DOIT** is an umbrella brand of 3e Handels- und Dienstleistungs AG.

More than **50 specialist stores** throughout Austria offer professional products in the assortment of tools, Garden tools, work safety, hardware, paints and varnishes, household and ovens, the highest quality meet requirements, at a fair price-performance ratio.

LET'S DOIT also stands out through comprehensive **expert advice** as well as a variety of **services and services**.

[www.lets-doit.at](http://www.lets-doit.at)



**LET'S DOIT HOLZPROFI** is under the roof of LET'S DOIT the brand for timber retailers, who are the 3e Handels- und Dienstleistungs AG have connected.

The sales concept for **timber retailers** includes the three main areas of living space, wellness and wood in the garden. A very extensive assortment, expert and personal care as well as the corresponding Service and services are the trademarks of LET'S DOIT Holzprofi-members.

[www.lets-doit-holzprofi.at](http://www.lets-doit-holzprofi.at)



Under the 3e umbrella brand BAD & CO offer **installer-master** operations Complete solutions and renovations from a single source.

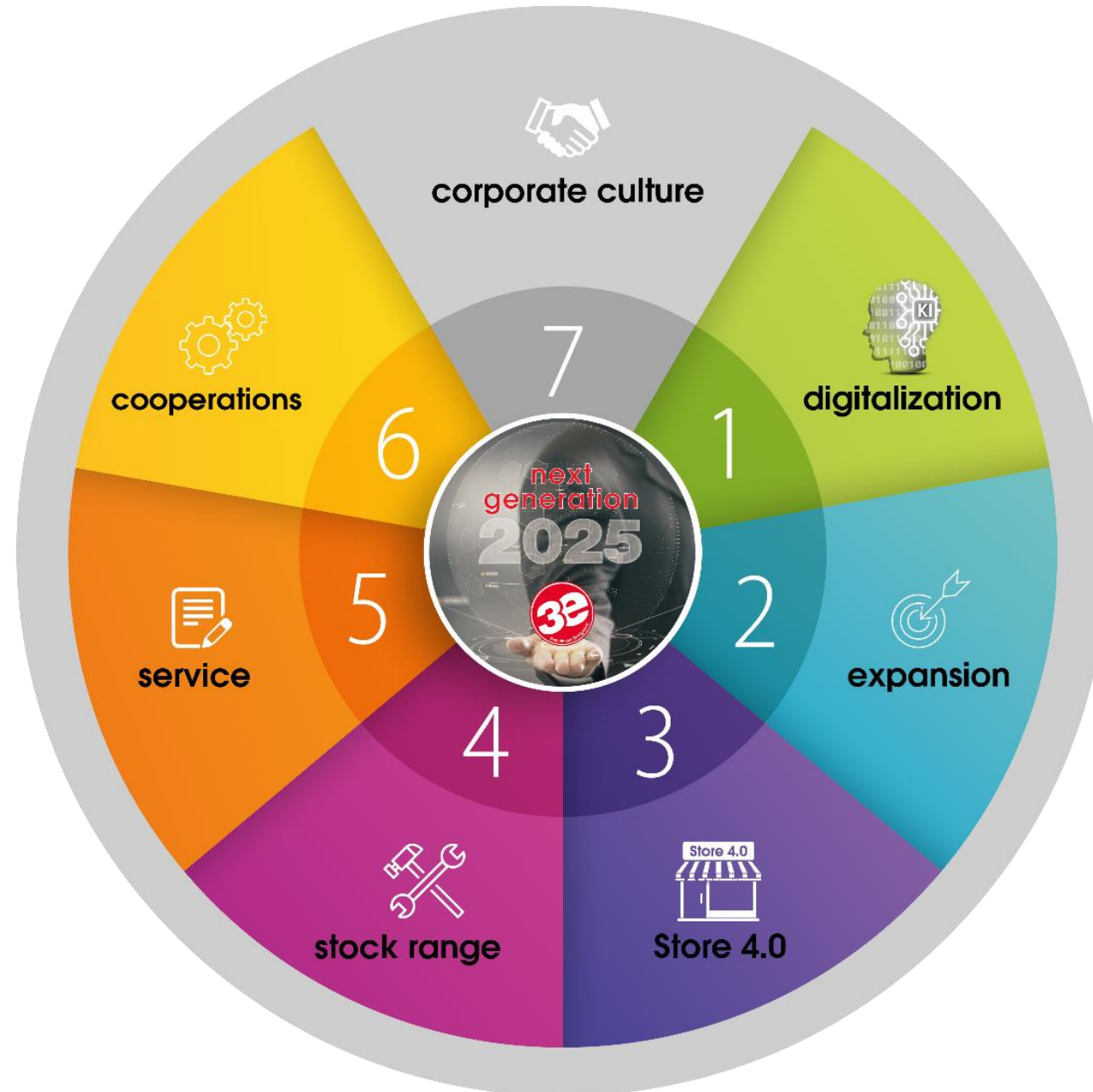
The great strength of the BAD & CO dealer is the offer of turnkey solutions - from planning to project **completion**. This complete service is provided to the customers in the construction or renovation of Bathroom, spa or heating.

[www.badundco.at](http://www.badundco.at)



Our vision is to be Austria's **leading** association  
with the highest **member orientation**,  
**together** we create **innovative** concepts and **unique** services  
and realize **competitive** prices.







**FÜR ALLE  
WERKZEUG-  
PROFIS!**

**ERÖFFNUNG  
14. MÄRZ**

**STARKE MARKEN. STARKER SERVICE.**





# THE **MOST MODERN** SPECIALIST MARKET FOR TOOL AND GARDEN PROFESSIONALS

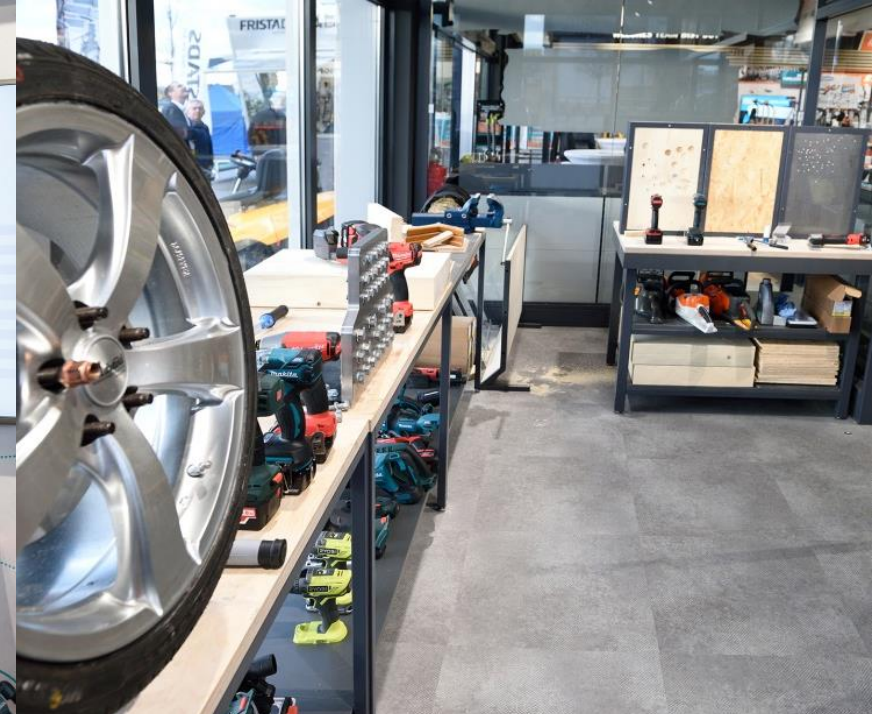
Austria's first omnichannel tool shop - since March 2019 first time in Wels!



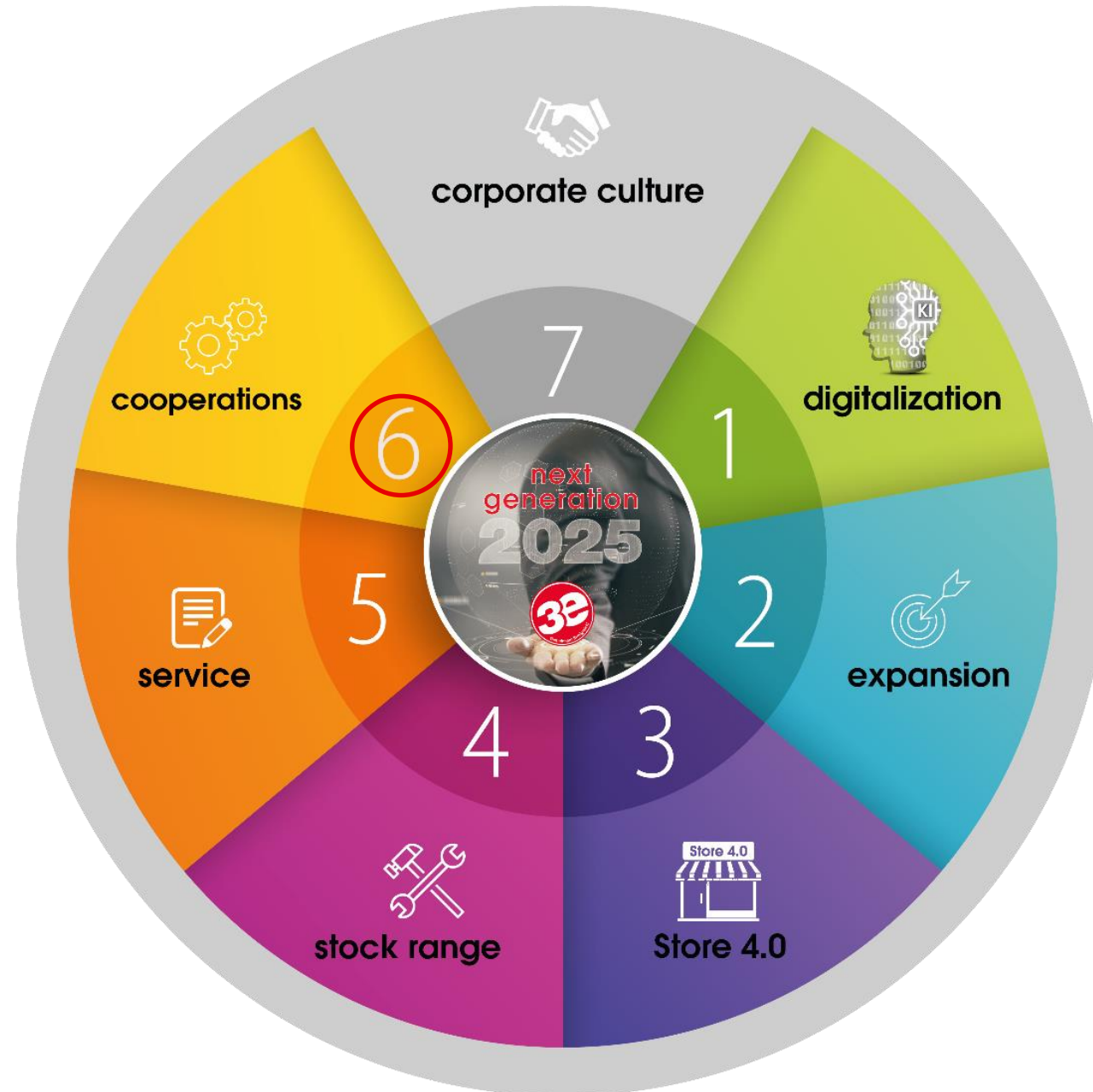
- test center
- Battery worlds
- control zone
- plain zone
- service
- services





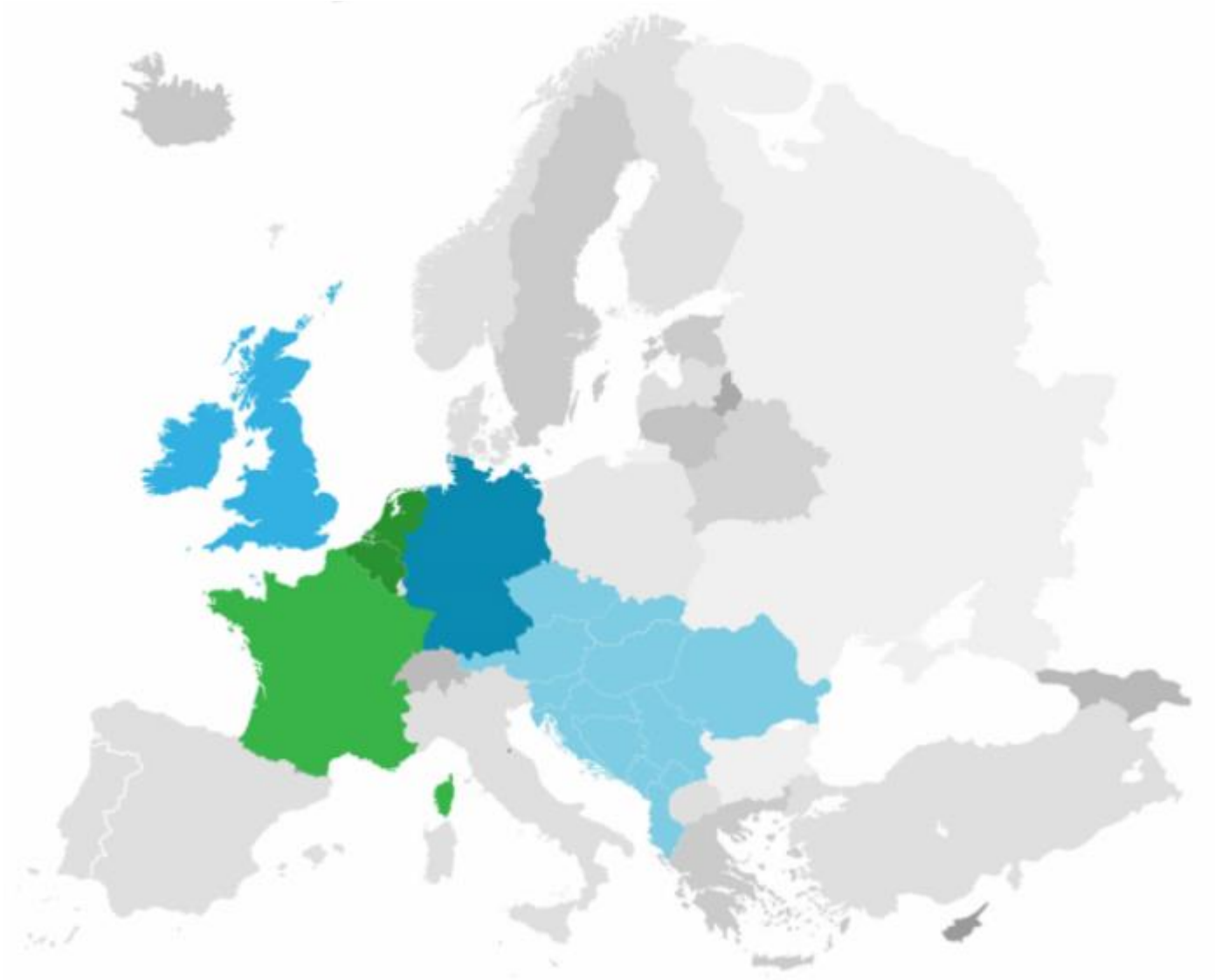






# Cooperations







**NW NORDWEST**



We support our members in order to be **successful together.**



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 **NORDWEST**



# EURO CRAFT SUMMIT 2022

## A WARM WELCOME!



**NW NORDWEST**

# + FOR THE BENEFIT OF RETAIL

## MISSION

The success of our specialist trade partners is key to us.

The NORDWEST team stands for highly efficient processes, maximum customer benefit, low costs, sustainable company value enhancement and future-proofness for specialist trade partners.

24.10.2022



# + NUMBERS. DATA. FACTS. 2021.



408

highly motivated employees  
throughout the NW Group



4.86 bn

Euro  
Business volume



1.169

specialist  
trade partner



340.000

articles  
directly available



16

European  
countries



2.350

renowned  
supplier partners

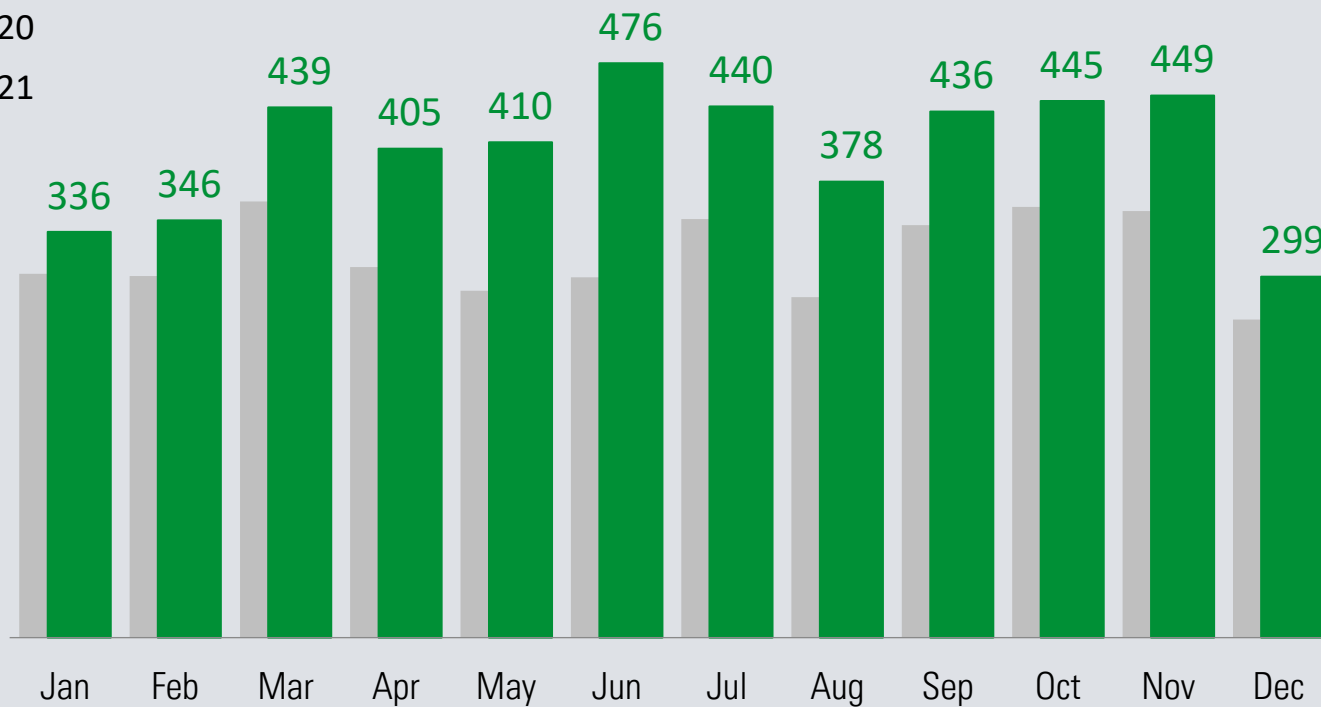
# + CURRENT FIGURES. OVERALL DEVELOPMENT AS OF DECEMBER

NORDWEST Group

Gross in € m

■ 2020

■ 2021



vs. PY +12% +15% +22% +32% +43% +59% +27% +34% +28% +25% +27% +13%

As of December:

	ZR/ST	Warehouse	Total
Volume	4,649	210	4,859
pY	+28.6%	+13.6%	+27.9%

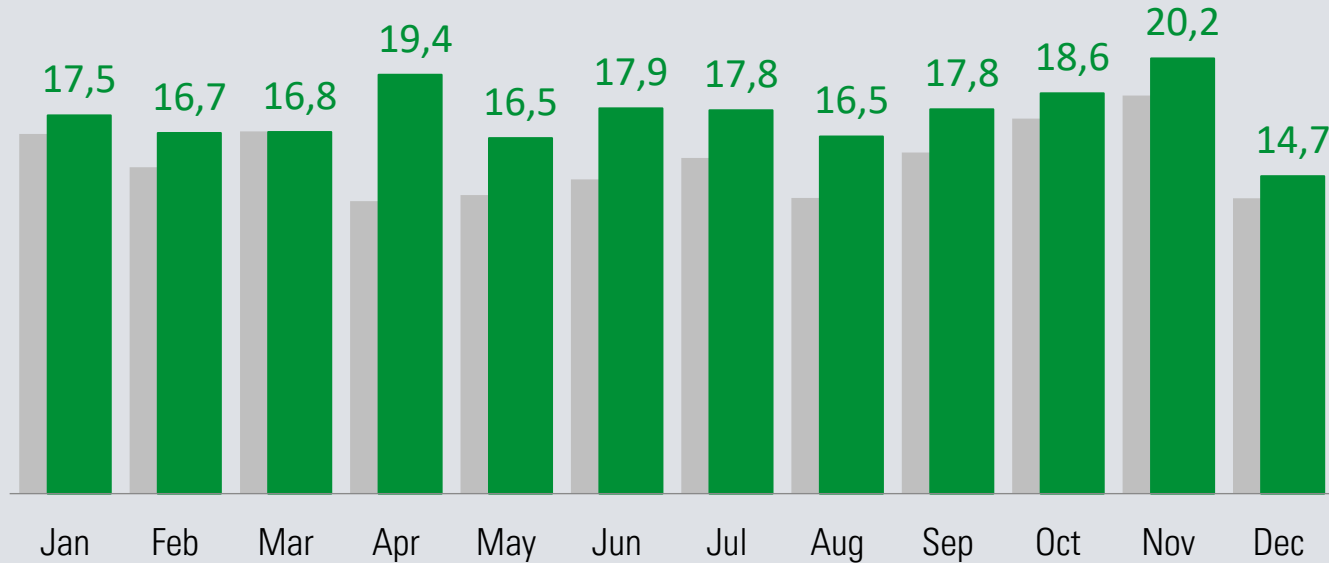
# CURRENT FIGURES. WAREHOUSING DEVELOPMENT AS OF DECEMBER

NORDWEST Group

Gross in € m

■ 2020

■ 2021

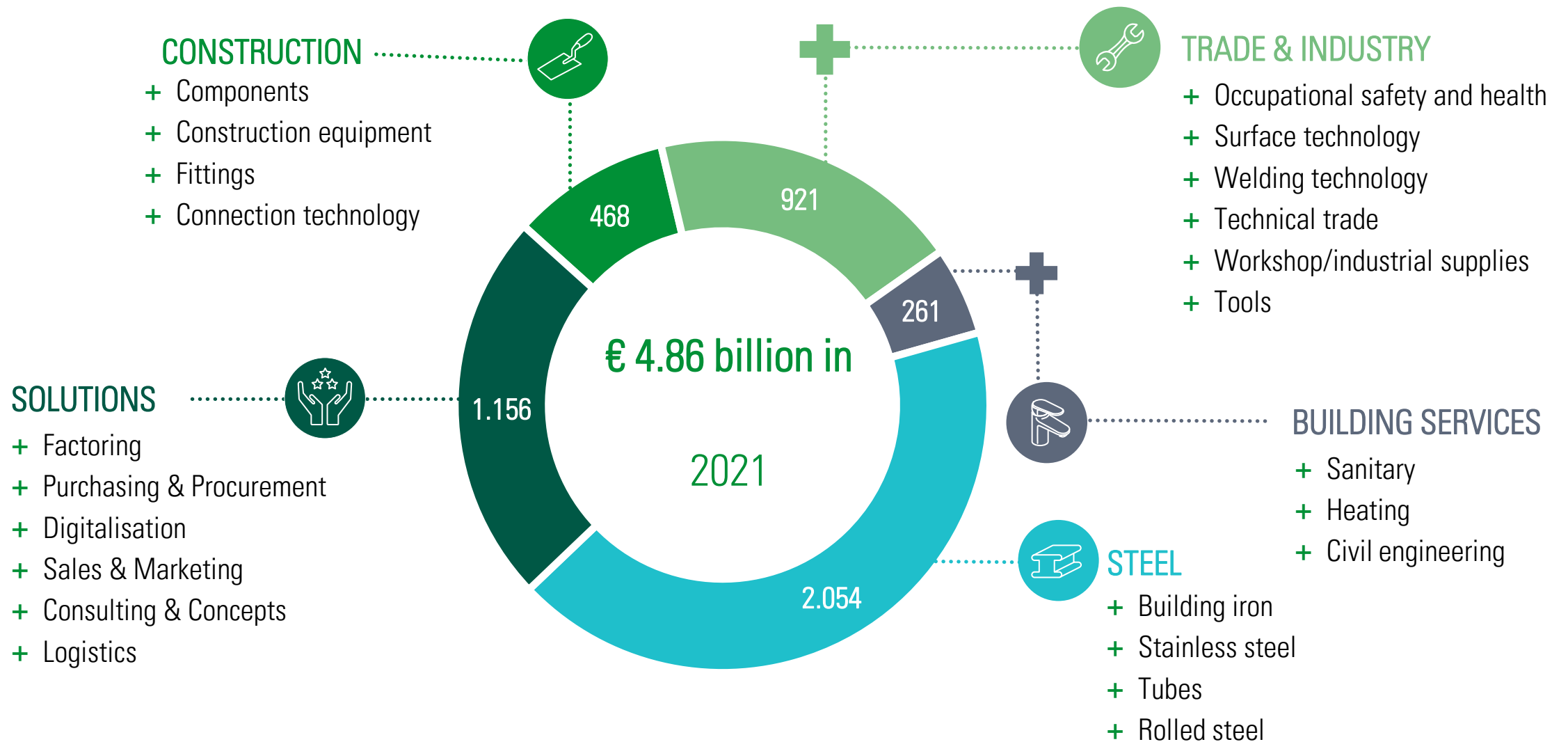


vs. PY    +5%    +11%    -0%    +43%    +19%    +23%    +14%    +21%    +13%    +7%    +9%    +8%

As of December:

	Warehouse
Volume	210.3
pY	+13.6%

# + THE BUSINESS DIVISIONS



# + NUMBERS. DATA. FACTS. 6/2022.



411

highly motivated employees  
throughout the NW Group



3.11 bn

Euro  
Business volume



1.225

specialist  
trade partner



360.000

articles  
directly available



16

European  
countries



2.350

renowned  
supplier partners

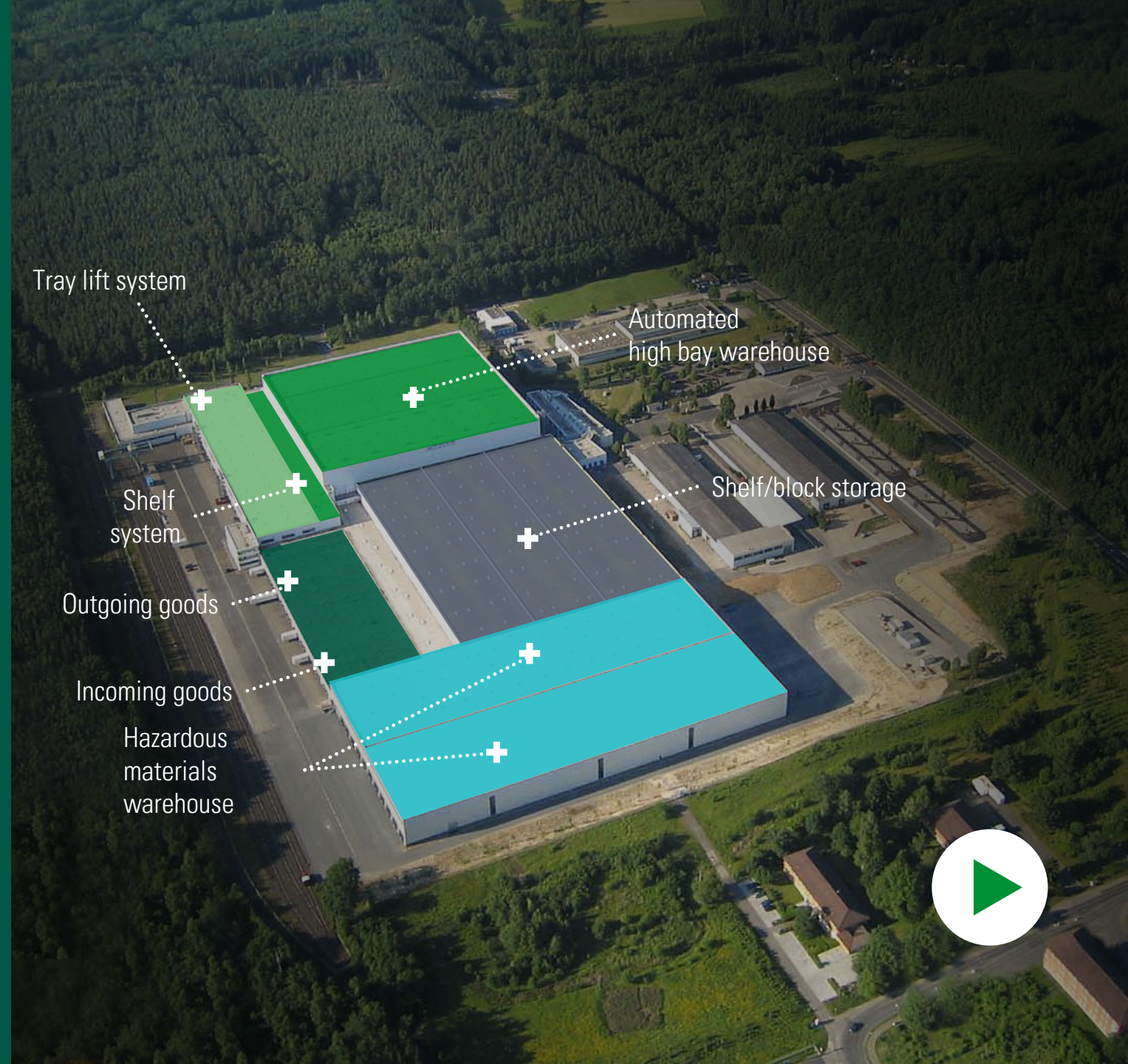
# + OPTIMALLY POSITIONED WITH PROMAT.

- + The exclusive brand for industry and trade
- + Over 9,000 articles – comprehensive assortment diversity
- + Tested top quality for professional use
- + Excellent price-performance ratio
- + Exclusive marketing
- + Competitive advantage thanks to unique selling proposition



# + NORTHWEST – DELIVERING TOMORROW.

- + Delivery capacity 98%
- + Error rate < 0.2%
- + Orders possible around the clock
- + 24-hour service: Delivery on the following day for orders nationwide until 6:00 p.m
- + Virtual warehouse
- + Own hazardous materials warehouse



# **NORDWEST – DELIVERING TOMORROW.**

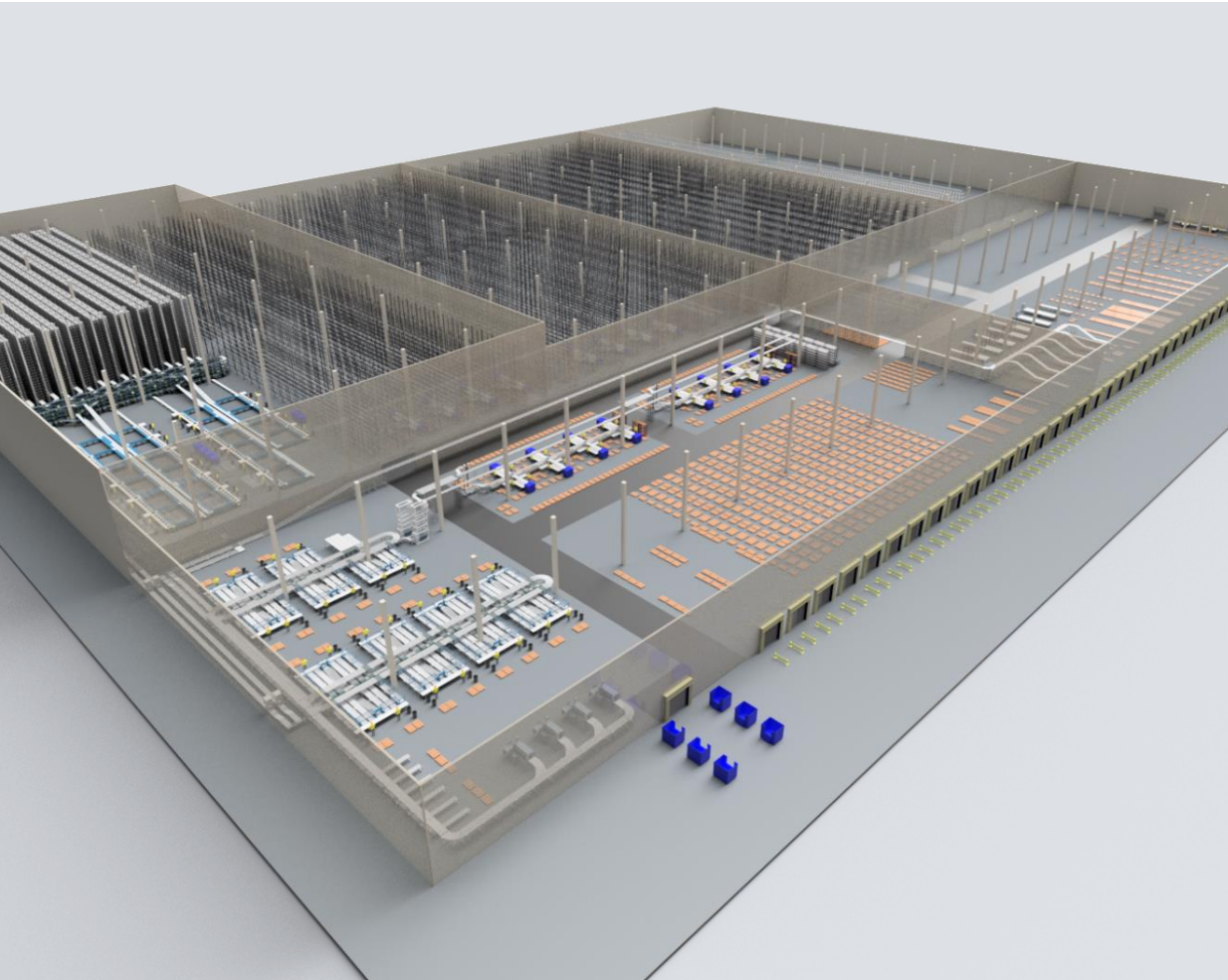
New central logistic centre in Alsfeld



- + Planning completed
- + Completion of construction in 2024
- + Fast and highly efficient handling of small-scale shipping structures
- + Shorter response times and extension of order acceptance times
- + Expansion of customised services
- + Tracking and tracing according to the latest standards
- + More sustainable packaging and shipping quality

# + NEW CENTRALIZED LOGISTICS OF NORDWEST HANDEL AG

New logistic centre in Alsfeld 2024



## Key facts

- + Total hall area up to 68,000 m<sup>2</sup>
- + Hall height between 12.50 m and 18.00 m (shuttle warehouse)
- + Up to 11,500 dispatch cartons and up to 1,100 dispatch pallets per day
- + Up to 37,000 delivery note articles per day
- + 172,300 storage spaces in the automatic small parts warehouse (600 x 400 x 420 mm)
- + 50,000 pallet spaces for Euro pallets
- + 9,000 m<sup>2</sup> – Floor block warehouse area



# A PLUS THAT CONNECTS.

You have plenty ahead of you.



**NW NORDWEST**

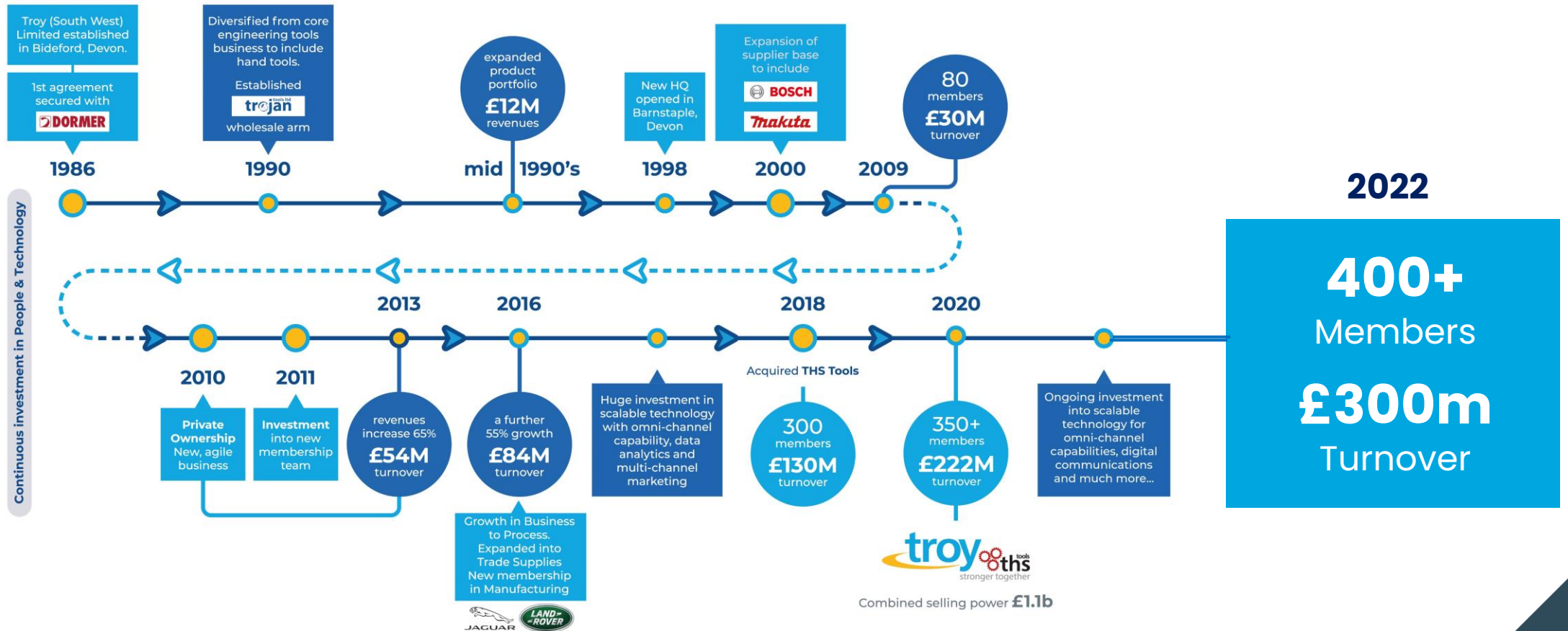


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 **troy**



# Our history



# What does Troy do?

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## Our vision

To provide a better future for independent distributors.

## What we do

Pioneer and innovate new ways to support our network to grow profitably.

## How can we do that?

Our investments allow us to unlock profit and investment potential that benefits our whole network.

# Our vision – Full trading ecosystem

We are well on our way towards **delivering a world class full trading ecosystem**, supporting friction free profitable business growth for our members.

Our **supported solutions** will take away all the hassle and back office admin, so our members can concentrate on what independent businesses do so well... Looking after their customers.

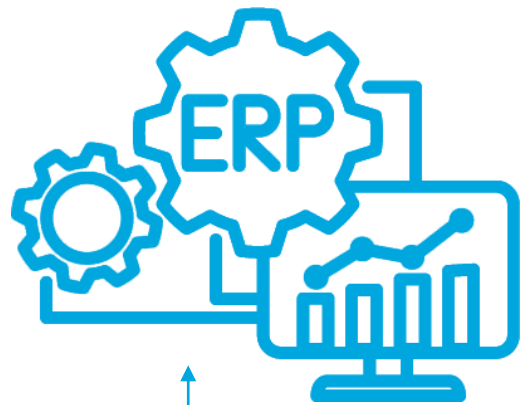


# Setting ourselves up for the future – Data



**Best in class product data solution** available to our network.

# Setting ourselves up for the future – Systems



Ecommerce

**Data** – One source of truth

The logo for EZbase, with a red stylized 'EZ' and the word 'base' in black.

The logo for EZpim, with a red stylized 'EZ' and the word 'pim' in black.

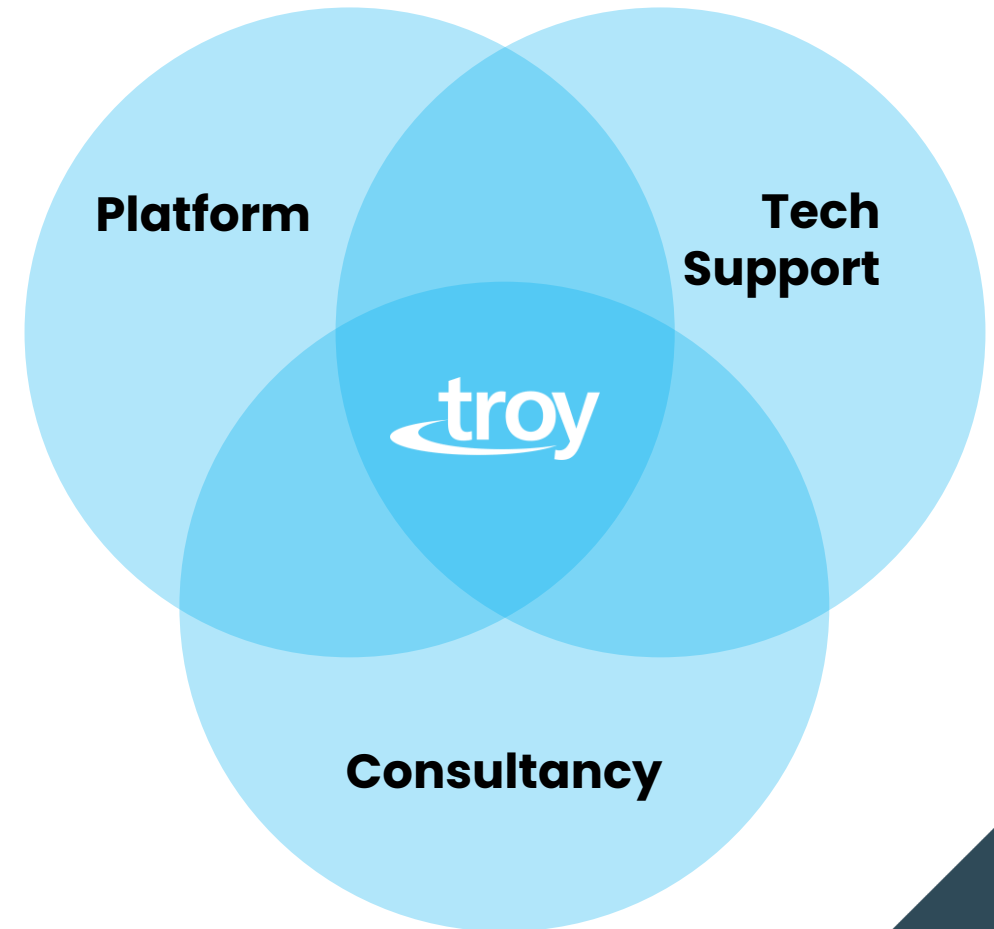
# Investment into connected; supported technology

We want to ensure that, our members can access an unparalleled **competitive advantage** through access to **FTSE 100 level** support at a **fraction of the cost** of what it would cost from external providers.

This includes access to a comprehensive suite of **digital tools and support**:

Microsoft  
Partner

INSIGHT  
WORKS | Authorized  
Reseller



 **EURO CRAFT**  
The power of synergy

 **troy**

# Dual Branding – Via Troy

**Nation brand** visibility to **support** our Members local brands.



# My Troy

## New Exclusive Member Hub:

- Content and training
- Source and order products in a fraction of the time
- Rebate trackers and dashboards
- Relevant supplier offers
- Product Recommender – ai on the desktop or mobile device of every member



# New Markets

## Construction



The construction marketplace  
**Opportunity: £4bn**

## Facilities Management



Part of Industrial cleaning + Landscaping sectors  
**opportunity: £55bn**



Thank you





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The power of synergy

 **EURO CRAFT**  
The power of synergy

# Euro Craft



**5**

**partner organisations**

**25**

**active countries with  
turnover**

**27**

**years purchase experience**

**2340**

**members**

**3800**

**outlets**

**11**

**billion € tradevolume**

## ... The European Cooperation with targets on:



### **Synergy**

Cross-border cooperation

Best Practise

Digitalisation



### **Collaboration**

Cooperation on imports

Collaboration on private labels

Joint international tenders



### **Values**

Shape future of specialist trade

Independency

Sustainability

# The Power of synergy





**EURO CRAFT**  
The power of synergy

# We thank our sponsors

**50 years** **BERDAL**  
LET'S BUILD TOGETHER

**BOSTIK**

**DACHSER**  
Intelligent Logistics

**DRAPER**  
Tools

**G** **GEBOL**

**KLINGSPOR**

**LMA**  
WORKWEAR 1880

**SOUDAL**

**URKO**  
THE FORCE OF INNOVATION



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The power of synergy

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