

Press release

Wuppertal/Zurich, 19.06.2023

EDE International: New collaboration with the Irish purchasing group United Hardware

Growth for the E/D/E Group: With effect from 1 July 2023, United Hardware – the most successful Buying Group in Ireland for Independent Builders, Plumbers, Hardware and Timber Merchants - will be working with E/D/E subsidiary EDE International AG.

With a group turnover of over EUR 520m, over 2,000 shop staff and in excess of 6,000 products available, United Hardware is Ireland's preferred buying group in the Hardware sector. In May, the group visited E/D/E in Wuppertal-Langerfeld for the first time to see for themselves the services and brands of the buying association in a personal exchange on site. A visit to the eLC logistics centre was also on the agenda.

Cooperation on an equal footing to realise effective synergies

The contract signing ceremony on site laid the foundation for this form of collaboration. The collaboration's initial few months between EDE International AG and United Hardware will be dedicated to cultivating relationships with the dealers of the Homevalue stores, in order to familiarise them with the products and services of the E/D/E Group. The connection to the electronic warehouse eLC is one of the first steps in the cooperation, the expansion of which is already being planned. Among other things, cooperation in the area of the FORTIS private label, a partnership with the European Competence Group EHN and the financial services of ETRIS BANK are already being considered.

Freek Dekkers, Sales Manager for Northern Europe at EDE International, understands: "With United Hardware, we have a strong partner at our side who is represented throughout Ireland. With its existing specialised dealers and suppliers, it offers the optimal conditions and thus the right foundation for creating effective synergies!"

Strong partnership with benefits for both sides

David Shakeshaft, Commercial Director of United Hardware, is supremely confident that this collaboration represents a promising decision: "For the independent operators of our shops, this alliance is a win-win situation; the collaboration with EDE International enables us to offer them even better conditions and a wider range of products."

Annegret Franzen, Managing Director EDE International, summarises as follows: “The success of E/D/E and EDE International AG is characterised by strong partnerships operating on an equal footing – we are delighted to now be able to enter into a promising collaboration with United Hardware in Ireland – with benefits for both sides.”

**Einkaufsbüro
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About EDE International

EDE International AG, founded in 2011 and based in Switzerland, is a wholly owned subsidiary of Einkaufsbüro Deutscher Eisenhändler GmbH. It is responsible for all European activities outside of Germany. The aim is to provide customised, country-specific and direct on-site support to members and suppliers. On the internet: <http://www.ede-international.com>

About E/D/E

The E/D/E Group (Einkaufsbüro Deutscher Eisenhändler GmbH) is Europe’s leading purchasing and marketing association with approximately 950 affiliated SME trading companies in the field of industrial B2B business and some 200 further retailers. These companies deal in tools, machines and factory equipment, building fittings and building components, sanitary and heating, steel and fastening technology, welding, safety and industrial engineering, as well as PPE products. The majority of these member companies supply mainly commercial customers from industry, the craft sector and local authorities. The E/D/E Group also includes the subsidiaries ETRIS Bank GmbH, Toolineo GmbH & Co. KG, EDE International AG, ESH Euro Stahl-Handel GmbH & Co. KG, e + h Services AG, eDC Haustechnik-Daten GmbH & Co. KG as well as DELCREDIT España S.A., PVH FUTURE LAB GmbH and EURO-DIY GmbH & Co. KG. On the internet: www.ede.de

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Image material



Caption:

Ken O'Toole (Regional Manager United Hardware), David Shakeshaft (Commercial Director United Hardware), Gary Fitzpatrick (DIY Buyer United Hardware), Nicholas O'Connor (Nicholas O Conchubhair Teo Homevalue), Monika Ko Win (Representative and Internal Support Northern Europe EDE International), Annegret Franzen (CEO EDE International), Ronan Keith (Keith Homevalue), John Burke (Burkes Homevalue), Freek Dekkers, Sales Director Northern

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