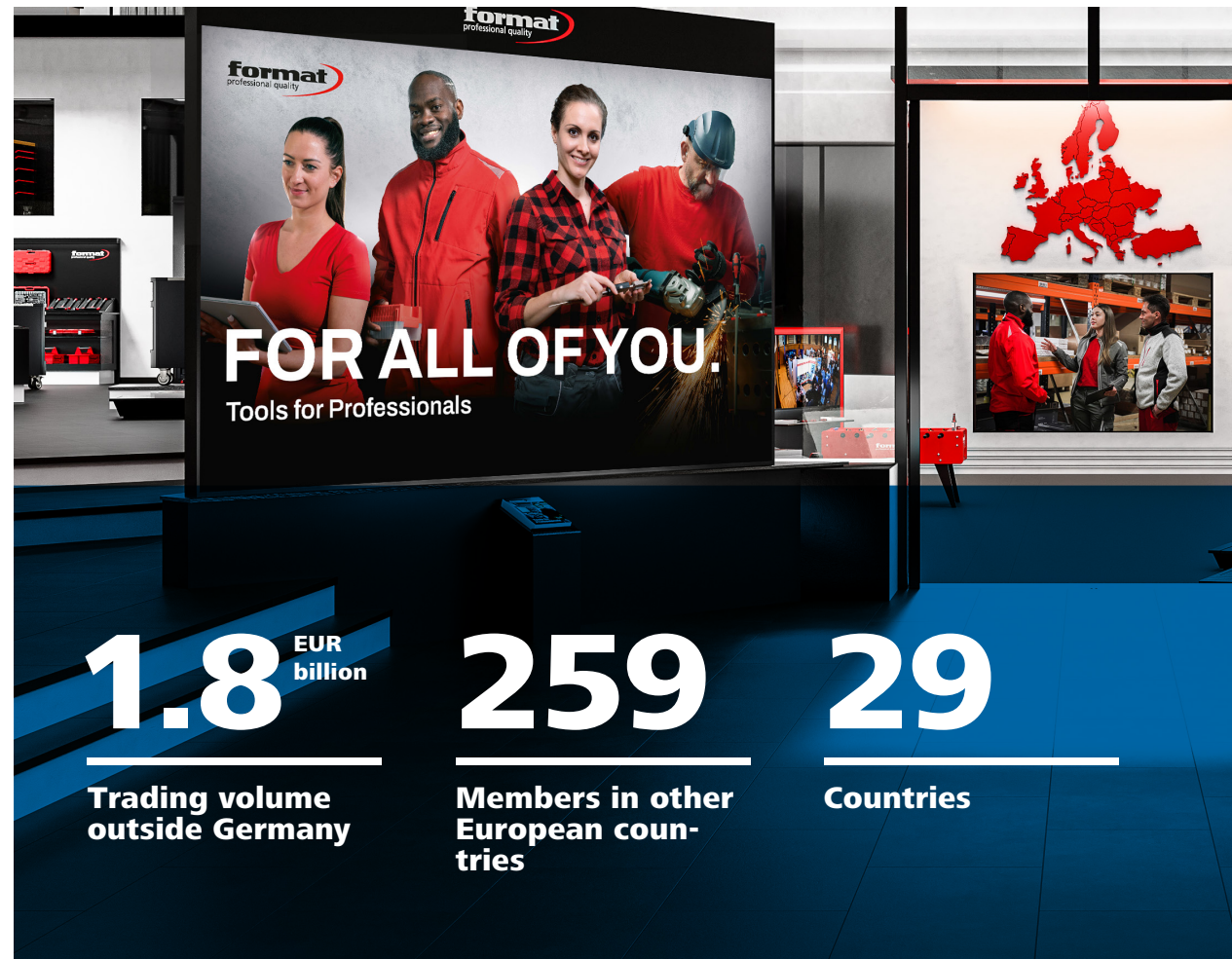


EDE International: Digitalisation and intensification of pan-European cooperation



In 2024, many new international members and suppliers were acquired.



Members and cooperation partners from 29 countries (excluding Germany) form a strong alliance within E/D/E. The resulting added value and synergies proved to be particularly beneficial in 2024, a challenging year for the economy as a whole.

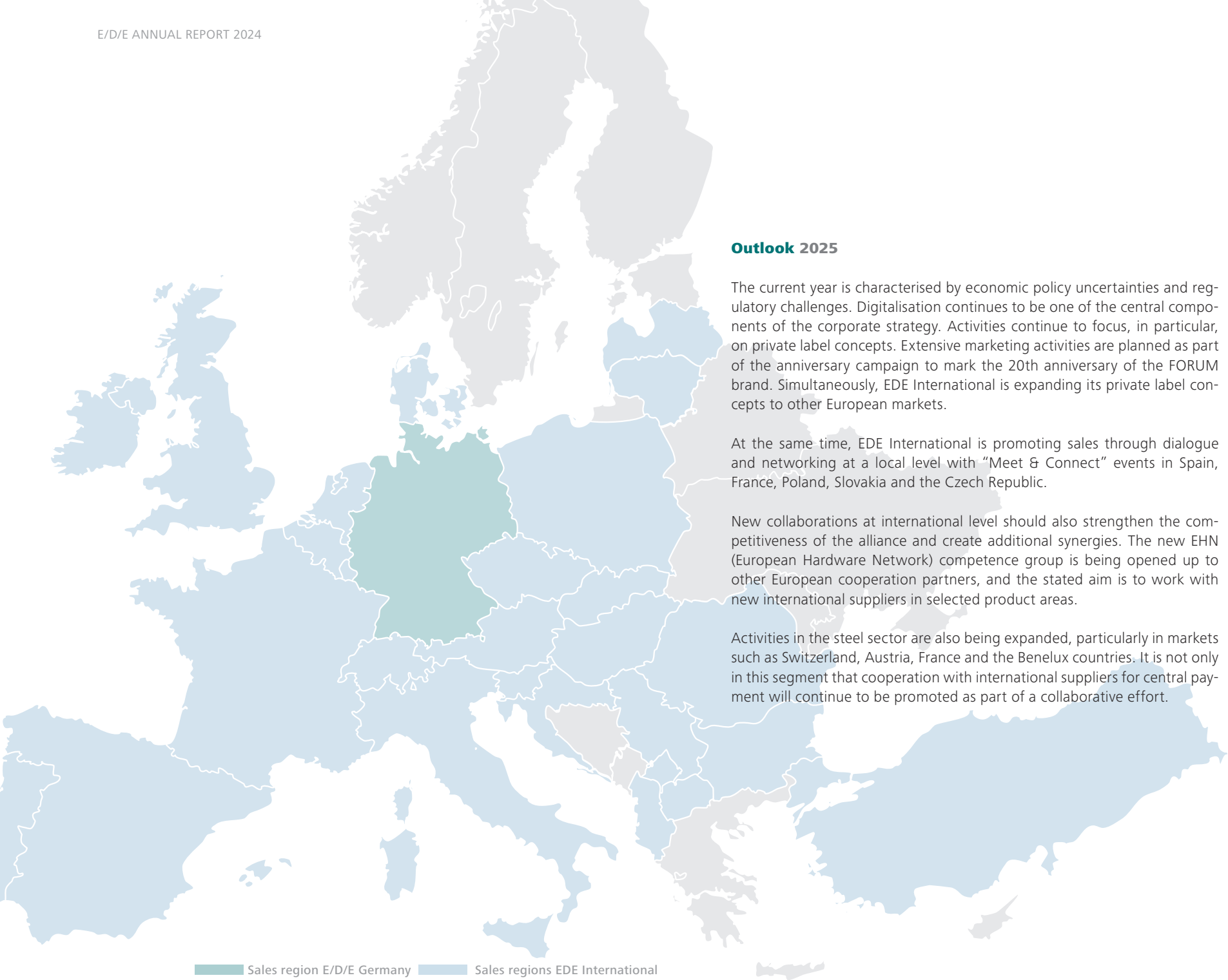
The prevailing difficult situation in the construction and industrial sectors in large parts of Europe was almost entirely offset by extensive activities. Business in Spain, Poland and the Czech Republic developed particularly well, with double-digit growth in trading volumes. Some markets continued to grow slightly, while other countries lost ground compared to the previous year, in some cases significantly.

For international business, the previous year was once again characterised by the acquisition of new members and suppliers, the intensification of collaboration with members and cooperation partners, the strategic (and ongoing) expansion of the E/D/E trade brands in Europe, the further development of modern sales and marketing concepts and – as a result – the advancement of digitalisation at all levels.

Digitalisation, process optimisation and automation

In terms of sales and marketing, EDE International has consistently and successfully continued on its path of digitalisation. As part of the FORMAT 3.0 concept, the Brand Space was developed as a pioneering virtual reality platform for members of the European network, to significantly improve digital sales and marketing for FORMATplus.

The optimisation of operational processes was also accelerated. The modern partner portal myEDEportal went online at the end of the year. EDE International played a pioneering role as a pilot project; European members were successively integrated into the new information and communication platform and migrated to the modern DATAcloud360 data portal. The new ticket system was introduced in the European Service Centre, thereby rendering the workflow for communicating with members faster and more efficient.



Outlook 2025

The current year is characterised by economic policy uncertainties and regulatory challenges. Digitalisation continues to be one of the central components of the corporate strategy. Activities continue to focus, in particular, on private label concepts. Extensive marketing activities are planned as part of the anniversary campaign to mark the 20th anniversary of the FORUM brand. Simultaneously, EDE International is expanding its private label concepts to other European markets.

At the same time, EDE International is promoting sales through dialogue and networking at a local level with “Meet & Connect” events in Spain, France, Poland, Slovakia and the Czech Republic.

New collaborations at international level should also strengthen the competitiveness of the alliance and create additional synergies. The new EHN (European Hardware Network) competence group is being opened up to other European cooperation partners, and the stated aim is to work with new international suppliers in selected product areas.

Activities in the steel sector are also being expanded, particularly in markets such as Switzerland, Austria, France and the Benelux countries. It is not only in this segment that cooperation with international suppliers for central payment will continue to be promoted as part of a collaborative effort.



Innovative: EDE International is breaking new ground with the FORMAT Brand Space.