

INTERACTION

PRESS RELEASE

INTERACTION MEMBER FOR ITALY

INTERACTION, the European alliance of office products distributors, welcomes the BI-Holding as its member for Italy. The BI-Holding is the parent company of well-known contract stationers like Karnak and Titanedi, alongside some smaller companies in the stationery distribution. All the OP companies within the holding will be integrated in the INTERACTION alliance and will start selling the Q-CONNECT house-brand on the Italian territory.

The BI-Holding dates back from 1962 and belongs to the Bianchini family. The San-Marino based group generates an annual turnover of 200 million EUR, employs 350 people and services mainly SME's within the peninsula through a network of over 900 independent sales agents.

Commenting on the deal, Jan Van Belleghem, the managing director of INTERACTION said: "We are very delighted having the BI-Holding amongst our members. The company fits perfectly in the profile of the typical INTERACTION member. They are the dominant player in their territory and have state of the art logistics, a professional and dedicated staff, and up to date sales and marketing tools. I really look forward working together with them, as I strongly believe this partnership will help strengthening both the BI-Holding as well as the INTERACTION alliance."

With the integration of the BI-Holding, INTERACTION is now active in 20 European countries and has a combined turnover of 1,75 billion Euro

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