



PRESS RELEASE

Artelli and Busters merge to become Artelli-Busters

25 March 2011

Artelli's professional and consumer division – the latter is better known as Busters – have decided to join forces and to centralise their commercial activities under the new trade name Artelli-Busters. The change will come into force on April 4.

The reason behind the merger is market-driven: the boundaries between professionals and consumers are becoming increasingly blurred with regard to the point of sale. By merging, Artelli-Busters is responding to this shift in the market.

However, nothing will change regarding commercial-financial matters. Services will remain the same integrally, as will the brand names Artelli and Busters and their respective ranges. From April 4th the **trade name** will be **Artelli-Busters**.

However, the merger will mean that the activities of Busters in Roeselare will be terminated. From **April 4**, the integrated Artelli-Busters team will exclusively operate **from Wilrijk**, where up to now only Artelli's professional division was located.

The new structure was put in place to guarantee optimal service to our clients for the future. That is why Artelli-Busters has elected to use a **specialised account management team** which:

- Will support professional wholesalers and retailers with a range of products and pricings, according to the needs of their end-users, using the Artelli or Busters brands, A-brands or generic products;
- Will provide support in shops via its own merchandising team;
- Will be able to provide fast and adequate information with regard to specific questions about safety solutions that go beyond the standard range.

The Artelli-Busters new contact details are:

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About Artelli-Busters

Artelli-Busters develops and distributes a full range of safety products which are sold through specific concepts, and two house brands (Artelli and Busters) to wholesalers and DIY-chains throughout Europe. Artelli-Busters is a commercially independent part of the Vandeputte Group, the largest distributor of PPEs in the Benelux. On the one hand this structure provides scale economy, purchasing power and logistic scope and on the other, commercial independence.

Artelli-Busters works exclusively through trade (technical trade, DIY business and -chains, department stores) and never delivers directly to end-users or individuals.

Apart from know-how on personal protection equipment, Artelli-Busters mainly provides advice and support in the integral sales process, from shops to customer approach.

For more information, please contact:

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