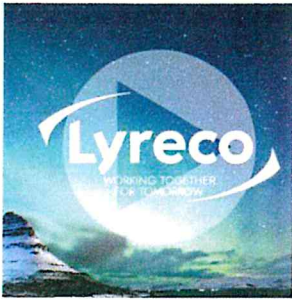


Lyreco announces new identity



The Lyreco Group has unveiled its new positioning which it says embodies its strategic ambitions and recalls the Lyreco values, which make up the key elements of its DNA. These include a relationship of trust with its customers, suppliers and partners, the valuing of its employees and their skills and its commitment to Corporate Social Responsibility.

With a view to maintaining its leadership and responding to new purchasing behaviours, the Lyreco Group has set itself 3 strategic priorities: to create the best customer experience through a combination of technology and employee expertise; to extend its offer in order to become the multispecialist partner; to develop by means of external growth through existing activities, new businesses and geographical areas, particularly in Asia. This strategy aims to support customers in their digital, economic and societal transformations.

While retaining the fundamentals of the brand, the name and the construction of the logo, the ellipses have been lengthened. Green has been chosen to echo an ambitious CSR policy that systematically involves sustainability in decision-making processes. The new signature: «WORKING TOGETHER FOR TOMORROW», which will remain in English for all subsidiaries, highlights the Group's long-term relationship with all its stakeholders.

Beta Distribution enters administration

IT and consumables distributor Beta Distribution has gone into administration, citing increased competition and exchange rate pressure. According to CRN, Beta has made 60 of its 100-strong workforce redundant, along with nine employees at Content Wall, the AV company it acquired in June. Beta Distribution has been experiencing increasing competition in the consumables market and this has placed it under a degree of liquidity pressure and has restricted the availability of credit to their suppliers. It is a large importer of products from Europe and has been impacted by foreign exchange rates."

GfK reports mixed fortunes for BTS

GfK has revealed the trends and top performing products for the first half of the French BTS season. During the first 11 weeks of the BTS period, sales of school supplies were almost stable (-0.2%) at €600 million. In terms of channels, sales at supermarkets and hypermarkets were down by 3%. However, specialist superstores, lifestyle stores and online retailers saw their turnover increase by 12%. GfK statistics showed that highlighters (+6.6%), rollers (5.1%) and notebooks (3.1%) were the top performing products. At the opposite end of the spectrum were fountain pens (-9.4%) and sharpeners (-3.9%).

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