



03.01.2018 - 09:00 Uhr

## EMD TO OPERATE IN FUTURE WITHOUT ASDA

*Pfäffikon (ots) -*

EMD and Asda terminate their collaboration by amicable and mutual agreement.

Asda Stores Ltd. left the EMD alliance by the end of the year 2017.

Since Asda, one of the leading retailers in the United Kingdom joined EMD at the beginning of 2016, it has made significant changes to its buying model. As a result, Asda is prioritising direct relationships with its suppliers and has strengthened IPL, its international sourcing arm and its leverage through parent company, Walmart.

Andrew Moore, Asda's Chief Merchandising Officer, said: "EMD was the right partner for us at the time and they helped us strengthen our own buying capabilities. Our approach has evolved over the last few years but we regard EMD as a great organisation and leave having enjoyed a positive relationship with them".

EMD respects this decision and wishes the Asda team all the best for the future.

About EMD

EMD cooperates in buying private label products all over the world and negotiates agreements with producers of branded products at transnational level. Just a few weeks ago, EMD has welcomed as a new member Lenta, one of Russia's leading trading company.

The following member companies of European Marketing Distribution highlight in the best possible way the benefits of a European collaboration for commercial customers in 21 countries:

Netherlands: Superunie      Sweden: Axfood  
Germany: MARKANT AG      Denmark: Dagrofa  
France: Groupe Casino      Czech Republic: MARKANT  
Switzerland: MARKANT Syntrade      Slovakia: MARKANT  
Spain: Euromadi Iberica      Poland: Kaufland  
Portugal: EuromadiPort      Croatia: Kaufland  
Austria: MARKANT Österreich      Romania: Kaufland  
Italy: ESD Italia      Bulgaria: Kaufland  
Norway: Unil/Norges Gruppen      Russia: Lenta  
Australia: Woolworths Ltd.      New Zealand: Woolworths Ltd.  
Finland: Tuko Logistics

For further information, please contact:

Rosmanith & Rosmanith  
The Art of Communication Uwe Rosmanith  
Tel.: + 49/611/716 547 920  
uwe@rosmanith.de

Original content of: EMD - European Marketing Distribution, transmitted by news aktuell  
Diese Meldung kann unter <https://www.presseportal.de/en/pm/118822/3829658> abgerufen werden.