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Atlantic Grupa Takes Over Distribution of Philips Consumer Lifestyle Division in Croatia

Philips Croatia and Atlantic Grupa have agreed to a partnership where as of September Atlantic will take over the distribution of products from the Philips Consumer Lifestyle division on the Croatian market. This division of the world-renowned manufacturer of consumer products comprises groups of products for personal care and small household appliances, where Philips holds a leading position in sales as well as in innovation. Atlantic is to take over the distribution in all sales channels on the Croatian market (retail, electrical channel, online sales, pharmaceutical channel). The value of the contract for the year 2016 amounts to 27 million HRK, with significant potential for sales growth.

This new partnership is a recognition of Atlantic's excellence in distribution. Philips is a company with over 120 years of tradition in creating industrial trends and satisfying consumer needs, and it is therefore a great delight to have one of the world's leading brands identify and choose precisely Atlantic as a distribution support, with an experienced team that knows the market perfectly, and that fosters quality relationships with customers. With this, Atlantic is once again affirming itself as the regional distribution leader – and one who enables its partners to improve distribution with quality and quantity, and strengthen brand promotion.

Royal Philips is one of the world's leading technology companies of diverse business activities, with primary focus on improving the quality of life through innovation in the fields of healthcare, consumer technology, and lighting. It was founded in 1891 in the Netherlands and its headquarters are in Amsterdam. The company operates in more than 100 countries, and in 2014 documented a total sales value of 21.4 billion euros.

Atlantic Grupa is the leading distributor of consumer goods in South-Eastern Europe, where it operates in 16 distribution centres, with direct access to over 60 thousand sales points in the region, over a thousand delivery vehicles, and highly developed technology and know-how in key account management, product category management, logistics, and trade marketing.

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