

THE DIY PASSIONATES

Created by a group of people with over 25 years of experience in the DIY & Home Improvement market, **Vector Brands** is active in the supply of paint and hardware stores, large DIY retail chains and supermarkets



[VECTOR BRANDS PRODUCT PORTFOLIO]



Vector Brands is not just selling products. Vector is offering Solutions to its customers. Our moto is "we create value" and this is exactly what we are doing in the market. We are distributing top European brands : WD-40 - Masterlock - Suki - Fixomoll - FN Neuhofner - HPX - Quilosa - Wenko - Fiskars Mellerud - Hozelock - Armorall - Turtlewax - STP. Through the years we are operating in the market, we have achieved a substantial market coverage and points of sale for our brands, across all the possible channels of distribution. The Greek market, due its geography, is a challenging market. To sustain a sales network that covers on a regular basis the whole Greek territory (about 100 islands and scarcely populated mainland), is not an easy task. To be cost efficient we need to have a large portfolio of products. Our aim is to make aware the Greek consumer that quality is affordable through our brands. To achieve this, we are not only investing in our sales network, but also in digitalizing our processes and our marketing activities. We work in a structured way to make all our brands No.1 in their category. We are a team full of ambition and positive energy, follow us!!

Having secured an impressive portfolio of products that correspond to the latest developments in technology it introduces a new, fresh spirit in the Greek market.

Vector Brands has already signed distribution with some of the industry's leading companies, while its list of dealerships is growing and expanding daily. The company offers reliable products at competitive prices, innovations and comprehensive solutions for the home, garden, car, construction. In terms of logistics and informatics, the company has an exceptional rate of performance that exceeds customers expectations.

As was repeatedly stressed in the discussion we had with Elli



Dracopoulos: «For Vector Brands there are no customers in the classical sense of the term. Our customers are partners in the joint effort to satisfy the needs of professional and amateur consumers».

-Please talk to us about your long history and experience in the Greek DIY market.

I have indeed a long history in the DIY and hardware market. Starting in 1989, 27 years ago, my first encounter in DIY was Bison adhesives. At the age of 22, just after undergraduate studies, I became the first female distributor, not to mention, the youngest! The nineties was the period when everything started in the Greek DIY market. Timing was perfect! Being focused, enthusiastic and full of energy, were the three

elements of success.

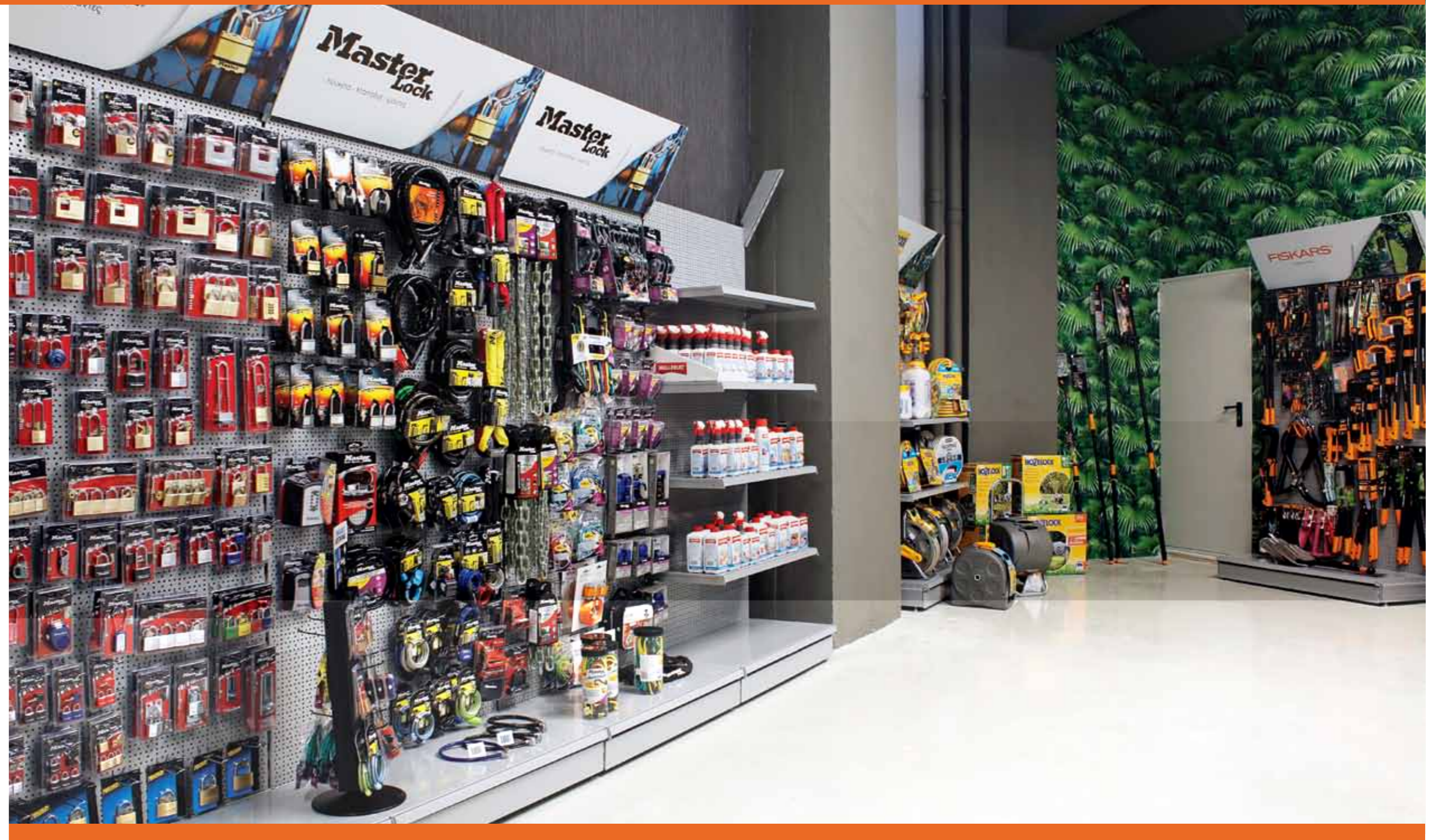
Day after day, year after year of hard work with my team, we have built a very solid and nationwide sales and distribution network to all «mama-papa» independent hardware-paint-builders merchants- DIY-garden-agricultural-yacht, type of stores. In Greece the market is not so much structured as it is in other European countries. Back then, all stores were mixed. Nowadays things have developed, but still we have a long way to go in order to reach the developed markets. Our nations geography, islands and scarcely populated mainland areas, coupled with Greeks mentality : being a proprietor of a one-man business is considered better than being an employee in a bigger organization, leads to having still today thousands

of small independent shops. In 1991 Praktiker arrived in Greece and a whole new world of opportunities was set in front of my eyes. Greek companies in our market, we must be grateful to Praktiker. Not only it offered us the chance to grow together, but also they have always been extremely supporting to Greek suppliers. Even today that the marketplace has changed so much, they are steadily supporting Greek suppliers. Through this thrilling journey I have learned all the “tricks” in the field, I can assure you it was all worth it!

-Who is Vector Brands and how is set up?

Vector Brands' offices and showroom are located in the south of Athens. Our warehouse and logistics is outsourced. We have chosen to work with one of the leading 3PL companies in Greece in order to offer top quality services to our customers. We are a team of 20 people in Vector Brands. Sales & Merchandising consists of 13, based in Athens, Thessaloniki and Heraklion Crete.

We use the latest software and hardware technologies that allows us to deliver in 24h to our customers. Our salesmen are on line using tablets and can check status of their customers orders, accounts receivables, stock levels. Any information that they



require is at the palm of their hands the moment they need it. We are young but experienced and enthusiastic. DIY is our world!

-Which do you believe is your biggest competitive advantage?

Our biggest competitive advantage is our people's attitude. We are passionate in what we do and that is what makes all the difference. Passion is translated to enthusiasm, to

commitment, to willingness to improve and change. This is the ticket to our success. With passion we create value. Value for ourselves, value for our colleagues, for our customers and thus our consumers.

-Who are your customers?

We serve about 3,000 customers in the Greek territory, they are mainly two types of customers : the big boxes and the independent retailers. Big

boxes are DIY chains, super market and hypermarkets. We are supplying the two DIY chains in Greece, Praktiker and Leroy Merlin as well as super market and hypermarkets like, Sklaventis, AB Vasilopoulos, Galaxias, Masoutis, Mymarket.

In the Independent market, we are serving the following categories: hardware, paint, DIY, industrial supplies, builders merchants, agricultural stores, garden stores,

yacht-marine stores, electrical supplies stores. In Greece the market is not so structured and developed as in Northern Europe. Stores are quite mixed and in the majority they are not so clearly defined between categories.

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