

Colart Becomes Distribution Partner for edding in North America

From 1st October, [Colart](#) will distribute the [edding](#) brand and its portfolio of 'Creative and Home-solutions' products throughout North America. This partnership offers retail partners an extended trade portfolio of existing edding products and many new items, bringing the total count to over 500 live SKUs.

This long-term partnership aims to increase the sustainable growth of the German brand in this region. It supports its growth strategy to become a leading brand for creative marker users and a one-stop solution for all creative/DIY projects.

Steve Chamberlain, Vice President and General Manager of Colart North America, adds, *"The entire North American team at Colart is very excited with the new partnership with edding. We see this as an exceptionally strong and creative brand with growth potential. With Colart's mission to be a sustainable home of leading creative brands, the partnership with edding is a fantastic fit for both companies"*.

Growth with a purpose

Colart's proactive approach in supporting trade partners to drive consumer consideration and conversion at the point of sale has been a critical factor for edding when entering into this collaboration.

"North America is one of the most important markets for edding when it comes to the international growth targets defined in our strategy", says Thorsten Streppelhoff, edding AG Board Member for Business Development.

"Colart has a strong presence and reputation in North America. We are delighted to use this platform to develop our brand into a relevant player and the fact that both companies have essential commonalities makes this partnership a perfect match," Streppelhoff continues.

Chief Commercial Officer at Colart, Gail Pasquier, states *"from our very first discussions, it was abundantly clear that both businesses share common values and goals. We share a united belief in the role that creativity can play in everyone's lives. Colart and edding are committed to creating long-term sustainable businesses for all of their stakeholders: artists and creatives, whatever their experience levels, customers, partners and most importantly, employees. I am confident that this will begin a broader and deeper relationship between our two businesses, and I look forward to seeing what the future holds."*

Olga Lucía Oggioni, edding Business Development Manager USA & Central America, will support the partnership development, including the relationship with trade partners. She states, *"together with Colart, we will ensure that the transition phase will be smooth for existing business customers. Customer focus and service are top priorities for both Colart and edding. We are sure to be at the beginning of a successful partnership."*

About Colart

Colart Group is the global parent company of the world's most popular art material brands, including Winsor & Newton, Liquitex, Lefranc Bourgeois and Snazaroo.

Colart draws inspiration from artists in developing innovative products and fosters creativity from professional artists, creative industries, hobbyists, and students.

The company's sustainability strategy focuses on *increasing social impact* by engaging with communities through creative thinking and artist and colleague wellbeing; and by *decreasing environmental impact* through energy and water sources, packaging and waste supplies, and product ingredients.

The Colart Group employs 1,100 people in 12 countries, and its products are sold in over 120 countries worldwide. Lindéngruppen owns Colart, a family-owned business focused on the long-term development of industrial companies.

Visit www.colart.com for more information or contact Jasper Van der Wurff, Business Development Director,
email: jasper.vanderwurff@colart.com

About edding

Founded in Hamburg in 1960, the family-owned company earned consolidated sales of EUR 148.6 million in 2021, with an average staff count of 702. The company has more than six decades of expertise in the manufacture of reliable, high-end branded products.

Through its edding, Legamaster and Playroom brands, the company offers premium products and solutions for private and professional requirements. The edding range includes markers and writing instruments for the home, the office and industry, along with products to help unleash creativity.

Its core values include social and environmental responsibility, giving top priority to conducting business fairly and sustainably. edding seeks to encourage individuals to express and visualise their personality, thoughts, ideas and feelings.

Visit: www.edding.com for more information or contact Olga Lucía Oggioni, edding Business Development Manager USA and Central America,
e-mail: ooggioni@edding.com