

Colart in France to distribute edding's 'Creative Life' portfolio as strategic collaboration develops

Colart and edding have announced the second phase of the partnership with a new strategic collaboration. It will see Colart distribute the edding brand and its [Creative Life](#) portfolio to all customers in France within the fine art and arts and crafts channels starting April 1, 2023. The partnership commenced when Colart became the edding distributor for North America in October 2022.

With over 500 edding products offered, the collaboration expects to increase the presence of the German brand by adding new consumer touchpoints and utilising the growth potential in the French market.

Thierry Collot, Commercial Director for Colart in France, says, "edding offers a source of inspiration for various creative projects. The entire French team are delighted with this partnership. Colart's mission is to be the sustainable home of leading creative brands. We regard edding as an aligned brand delivering quality and creativity with strong growth potential for the French market. This partnership is a fantastic collaboration for both companies".

Eric Sevriens, Business Development Director of edding, says, "France is an important market for edding as it forms one of our international growth objectives. Colart has a strong presence and a solid reputation in France. We are delighted to leverage this expertise to develop our brand presence and in-store visibility."

Colart's ability to reach and activate its network of customers while also developing user demand and engaging consumers at the point of sale was a key decision factor in edding's choice of Colart as their partner.

Gail Pasquier, Chief Commercial Officer from Colart says, "From our first discussions, it was abundantly clear that both businesses shared common values and objectives. We share the belief that creativity touches everyone's life. Colart and edding are committed to creating long-term sustainable businesses for all of their stakeholders. I am delighted to see this collaboration in France as our second step to broader and deeper relationships between our two companies".

Thomas André, Commercial Director edding France, looks forward to supporting the development of the partnership with commercial partners. He says, "In collaboration with Colart, we will be able to extend our existing distribution reach, including support to our key partners with bespoke marketing activation and improved field sales presence, bringing us closer to our customers. Consumer-focused offerings and high-quality service are the main priorities for both Colart and edding, and we are confident that this is the start of a fruitful partnership for both".

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 well-being; and by decreasing environmental impact through energy and water sources, packaging and waste supplies, and product ingredients.

The Colart Group employ over 1000 people in 12 countries, and its products are sold in over 120 countries worldwide. Lindégruppen owns Colart, a family-owned business focused on the long-term development of industrial companies.

Visit <http://www.colart.com> for more information or contact Stéphanie Jacono Hernandez, responsible for sales and marketing in collaboration with edding in France, e-mail: stephanie.jacono@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: <http://www.edding.com> for more information or contact Thomas André, Commercial Director edding France, e-mail tandre@edding.fr