

PRESS RELEASE



Wacom draws on support from ProReServ to significantly strengthen its presence at the point of sale. Image: ProReServ. The photo can be downloaded from www.logpr.de.

Fulfilment / Retail

Wacom uses ProReServ sales and distribution

Wacom intends to strengthen its presence at the point of sale - ProReServ offers a strong track record in sales know-how and industry contacts in the consumer electronics business

Gelsenkirchen, May 24, 2018 – **Wacom, the market leader in graphics tablets, has mandated fulfilment service provider ProReServ with the sale and distribution of its products in its German retail business. Through the cooperation, which commenced on May 1, Wacom intends to significantly strengthen its presence at the point of sale without having to build up its own sales and distribution organisation in the retail market.**

The cooperation will enable Wacom to access the sales force of ProReServ that operates on a nationwide basis, analyses the requirements of target customers, agrees dates for meetings and presentations and visits new and existing customers. Wacom will be able to draw on the know-how and the long term relationships that ProReServ has as a link between manufacturers, distributors and various retailers. ProReServ provides numerous services for retail, with a focus on consumer electronics, among other areas.

Category Management also forms part of the consultancy services that Wacom has opted to use. In providing this service, ProReServ advises retail on the composition of the product range and pricing, assists with concepts and with implementing sales promotions.

Wacom ranks among the world's leading manufacturers of graphics tablets. A graphics tablet links up to the computer and enables input to be made intuitively with a digital pen. Another name for graphics tablets is a creative pen tablet. Wacom's products are distributed widely and are used by amateurs and hobbyists right through to professionals in a wide range of different areas, from designers and illustrators in agencies and creative studios through to special effects and 3-D animations in film, photo retouching and Manga artists and onto product and industry designers. Many PCs, tablets and smart phones equipped with pens for use for private or business purposes are operated with digital pen solutions by Wacom. Wacom was founded in 1983 and is a company with global operations headquartered in Tokyo, Japan. Subsidiaries and local offices, also in Düsseldorf and Portland (US) ensure marketing and sales in more than 150 countries.

ProReServ GmbH is a professional service provider for the trade. The company, which was founded in 1999, acts as a key link between well-known manufacturers, distributors and various retailers. The full service concept comprises the five areas of logistics, merchandising & rackjobbing, administration and sales, as well as online fulfilment. The successful retail service partner concept is being steadily developed, refined and tailored to the current market situation. ProReServ supports around 1,000 outlets throughout Germany in a wide variety of sales and distribution channels and, among other things, ensures scheduling in line with requirements as well as shelf maintenance. Its business partners include well-known manufacturers and retailers in Germany, Austria, Switzerland and the Benelux countries.

The fulfilment service provider ProReServ maintains its head office in Neu-Isenburg and has representative offices in Austria, Belgium, Holland and Switzerland. ProReServ has been certified in accordance with DIN EN 9001 since 2004 and operates throughout Europe with a workforce of around 180 employees and 250 service staff.

More information can be found at <http://proreserv.de/en/>

Press Office:

ProReServ Professional Retail Service GmbH	KfdM Kommunikation für den Mittelstand / Communication for mid-sized Companies
Marion Janssen Head of Logistics / Administration Admiral-Rosendahl-Str. 10 63263 Neu-Isenburg/Zeppelinheim, Germany Mobile: 0152 22518 110 e-mail: Janssen@proreserv.de www.proreserv.de/en/	Marcus Walter Sudetenweg 12 85375 Neufahrn, Germany Mobile: 0170 77 36 70 5 e-mail: walter@kfdm.eu www.proreserv.de/en/