

Baumatic

NEWS RELEASE



Baumatic Premium Line Collection

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BAUMATIC APPOINTS C&F QUADRANT AS EXCLUSIVE DISTRIBUTOR FOR IRELAND

Following the appointment of Leaker Direct as exclusive distributor for Scotland in February, Baumatic, part of the Hoover Candy Group is pleased to announce the appointment of C&F Quadrant as exclusive distributor for Ireland.

C&F Quadrant is a major distributor with an extensive portfolio of white goods brands that are supplied to the retail and kitchen trade. With offices and warehousing in Dublin and Belfast the company is well placed to service the needs of the residential, commercial and industrial sectors throughout Ireland.

C&F Quadrant will market all Baumatic's appliance ranges, including its top of the range Premium Line collection, which is only available to kitchen specialists. A dedicated appliance brochure for the Irish market will be available this Spring and the brand will also present regular consumer promotions.

Owain Harrison, marketing director, Baumatic says:

"With an excellent network of retailers and kitchen specialists in Ireland, we are very pleased to appoint C&F Quadrant to distribute Baumatic's appliance ranges. We look forward to building the brand in this important market for us."

Emmett Duffy, managing director, C&F Quadrant says:

"With a focus on built-in cooking and with an established market position, the Baumatic brand sits very well within our current distribution portfolio. We are already promoting the brand in Ireland and we look forward to a successful partnership."

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