

GROWTH ON ALL LEVELS

>>> A new warehouse, a new name, more employees and a successful toy brand of their own: There is plenty happening at the Netherlands based wholesaler EDC Wholesale, formally known as EDC Internet. Whilst the new toy line Easytoys, which was introduced for the first time at the eroFame last autumn, is now generating a pleasing turnover internationally, this summer the new warehouse space brings more possibilities to expand quickly from the Netherlands into the rest of the world.

EDC Wholesale from Veendam, The Netherlands, is following a course of expansion, and this can be seen at every level. First of all a new warehouse will be completed within the next two months, with an extra office building, which will enable them to store many more products than they currently can. Company boss and founder Eric Idema announced: "At this moment things are really fine. The rebuilding project is almost done. We expect the warehouse and all offices to be ready within two months. Next week all pallet racks will be placed. We already have some employees working in the new offices!" The new building enables them to almost quadruple the amount of stock they currently store: "At this moment we stock 9,000 SKU's. The new warehouse can be filled with up to 35.000 SKU's. At this moment, at our current warehouse, we stock a small collection from each brand, because the current space is not big enough. In the near future, we are aiming for a full service warehouse for each supplier/ brand and store the complete collection of each brand", said Idema.

MORE MERCHANDISE – MORE EMPLOYEES X

The expansion of the warehouse and distribution sector always means more work in all areas, from marketing all the way to the shipping side



The new warehouse can carry four times as many items as the current building

of the business. So EDC will also be expanding in these departments. Amongst other, on the managerial level they have introduced Andre Visser as International Sales Director for the B2B sectors (see interview in the continuation). Another new face is Martijn Lamein in Data Management, but they have also strengthened the numbers at the foundation of the company. "A fast growing company with a bigger warehouse brings more work, so we need the people on the warehouse floor and in the offices to help us with the expansion. We cannot do it alone so we are very thankful to have a great team", explained Idema. They are also planning to expand in other areas of the company in the future.

OWN BRANDS AND EVEN FASTER DELIVERY

When it comes to delivery and order processing, EDC Wholesale places a great deal of emphasis on reliability and speed. In line with the principle "Think global, act local", they will not just be able to send many more products quicker – within the Netherlands and into Belgium, the wholesaler offers an especially fast delivery service within only one day. In order to be able to offer this, EDC has negotiated special conditions with package delivery companies in both countries. This also means EDC Wholesale's own brands, such as Easytoys, will be able



Andre Visser (r.) with EDC's Founder Eric Idema (l.) in front of the new building

to reach the customers even quicker than before. Idema revealed: "Our own brand Easytoys is selling very well and every month we're releasing 20 new items. At this moment we already have 350 Easytoys branded items in different colours and styles. We will be adding several new items to our Easytoys brand, but we will also release two new brands." EDC customers can certainly look forward to many surprises to come.

“FROM MY PERSPECTIVE 2016 AND 2017 WILL BE CHALLENGING, BUT ALSO POSITIVE”

>> One of the “newest faces” at EDC Wholesale is the new International Sales Director Andre Visser.

He brings with him 15 years of industry experience and explained to Sign Magazine in an interview what exactly appeals to him about his new position.



Andre Visser is looking forward to the challenges that his new position will bring

01 // *Can you present yourself in a few words?*

■ I'm Andre Visser, 45 years young, living together with my girlfriend, two daughters and our dog (Pip). I like to watch football and play it myself when I can. I also like to play Golf when I have some spare time. I travel a lot for my job, which makes it a challenge sometimes to find time to play football and Golf. I love my job in all perspectives though, I love meeting new and familiar people/clients, travelling and doing business.

02 // *How did you first get into contact with EDC Wholesale?*

■ The first time I met Eric was about ten years ago, when I worked for Playhouse and tried to sell our DVD collections to Eric. At the time EDC was a small enterprise company and just found its way in the online business. In 2007, when Playhouse made its big change from a DVD company to an adult novelty company, EDC was one of the first companies who supported us and we continued our business relation and expanded every year. In 2009 Playhouse merged with the Beate Uhse group and Playhouse became a part of Scala, which resulted into the Scala Playhouse of today. At that moment there was a new challenge for me; making sure that EDC connected with me yet again. In 2012 I left Scala Playhouse to start a new adventure with Leg Avenue Europe, and again Eric and I agreed upon a new collaboration. Lingerie was a nice new novelty to complete his assortment and we succeeded again. In May 2016 I resigned from my position at Leg Avenue and joined Eric and his team at EDC.

03 // *For how long have you been in the adult industry so far – and what did you do before you entered the industry?*

■ I have been working in the adult industry for 15 years now and it has become my second home. I will probably be working in the adult industry

until my retirement. My father always said: “When you're kicked off from school there are two options; 1) You will become a police officer 2) You will end up in the adult industry”. My father was already a police officer, and I knew for sure that I didn't want to become a police officer myself. So only option 2 was left... Growing up I dreamed of becoming a chef, I have always had a passion for food (I still do), but during my study I was infected with a salmonella bacteria, which ended up in an allergy for all seafoods. As a chef you need to taste the food you prepare, but I wasn't able to do that anymore, so I had to quit school and find a new career, but I didn't know what to do, so I did several jobs before I started my first job in the adult industry.

04 // *What does your work routine at EDC Wholesale exactly look like?*

■ EDC began as a small enterprise internet company and has grown to become an International manufacturer, wholesaler and distributor today. With growth comes change and after a first big step in 2007, there is a new big step coming up. In June 2016 our new 8000 square meter premises will be opened. My position as Sales Director from EDC Wholesale (the new chapter of the EDC Group) is to get the best out of everybody and build a sales team for loyal and honest support and bring it to the next level. Also, I will be responsible for all worldwide sales, new business development and exploring new opportunities.

05 // *Can you characterize EDC Wholesale as a company – where do you see the advantages in their current strategies?*

■ EDC is a young company with a highly competent team of youngsters who grew up with gigabytes, internet, platforms and all digital advantages of today. That makes the company strong, fast and ready for the future; all in all, a company to rely on when you want to grow and expand with modern technology.

06 // *Which developments have been crucial in the last few weeks and months – and which ones do you want to initiate?*

■ We have several developments that have been crucial; we have been reconstructing our new premises for six months now. Last month we visited some manufactures in China to discuss our future plans for our house brands. The current collection will be expanded with new and innovative items and we are developing two new brands. As of now I can't give too much details, but I can say that it will be exciting in many ways. From my perspective 2016 and 2017 will be challenging, but also very positive for EDC and its clients.

07 // *What else would you like to tell our readers?*

■ Don't dream your life, but live your dream! For everybody who is in the area of Veendam, please feel free to visit our new premises. See, feel and experience EDC Wholesale. Contact me on +31629506505.



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