

>>> There was, and still is, a lot going on in the business of the Hungarian wholesaler Debranet. After successfully managing two huge warehouses, the company decided to just go even bigger and built a brand-new storage hall to be able to cater to all inquiries. So, it's time for us to take a closer look at what is happening in those hallowed halls. Sign spoke to Zoltán Bödy, owner and CEO of Debranet about all the changes.



The size of the Debranet company premises is quite considerable

NEW WAREHOUSE FOR DEBRANET

01 // *What do you think about the success of Debranet in 2018?*

■ Despite the fact that we had some major developments in 2018, we still managed to close a very good year. We were able to achieve two-digit growth and we received a eFame award for Best Business Strategy.

02 // *Which development in your company has been the most important and most decisive one for Debranet in 2018, and why?*

■ The most important development for Debranet was to build up the third warehouse, which we had been planning for a long time. This will change the life of Debranet significantly.

03 // *When did you realise that you have to change something regarding your storage situation?*

■ We realised it about five years ago and now the dream just came true.

04 // *How long has it taken to plan and build the new storage hall, until everything was completed?*

■ From the idea, the longest part of the development was to handle the licenses. We are in the countryside, that's why the authorisation proce-

dure took much more time as we had to meet special regulations. It has taken almost 3 years. Finally, we could not believe that we got the license. After that we had to find the best logistic system what can work most effectively for us. When we were finished with the inside plans, we then looked up the building contractor. It has taken another year. After all the preparation we finally started to build in October 2017, and it was finished in almost a year.



Zoltán and Erika Bödy, CEOs of Debranet



05 // *Are you planning any further spatial changes?*

■ Yes of course, we have already started to realise it on the first day of 2019. We transformed and renovated the first warehouse and all the offices because it was made many years ago. I hope we can be finished with it in 4 to 5 months, then all our buildings, equipment and our logistic system will be according to the expectations of the age. After this we are 100% ready to work in a 21st century environment and we can focus on the business 120%.

06 // *Which markets do you currently cater to most?*

■ It has not changed in the last years. We are still very strong on the Central and Eastern European markets where we have a lot of exclusive distribution agreements.

07 // *Are there any other markets in which you would like to be involved?*

■ We are present in all European markets and I think it is more than enough. We just started to move a little bit outside of Europe. We will see how the market situations will take shape. Our goal is to stay strong in Europe.



Debranet's employees work very hard to satisfy every customer

option for the brands is to find 2 to 4 distributors; but choosing the combination of distributors is a hard decision to make.

12 // *Do you have a corporate philosophy?*

■ Our job is to make our customers and employees happy and always strive to do it better. If they are successful, then so are we. We don't try to do it, we do it.

13 // *What can we expect from Debranet in 2019? Any specific plans?*

■ More professional service, a wider range of products and much bigger amounts of stock.

14 // *Will you be exhibiting at any fairs in 2019?*

■ We usually only exhibit at the eroFame. I don't think that it will change.

15 // *Is there anything else you would like to mention in the Interview?*

■ After the reconstruction of all buildings and sites, we are planning a huge opening party with all our important customers and suppliers. The time of this depends on the completion of work, but at the latest it will be spring of 2020.

08 // *Have you recently added new products/brands to your range?*

■ We have just signed an exclusive agreement for 12 countries with Lovetoy. We just started working with Realov and Tenga and we have many more ongoing negotiations. At the moment we are focusing more on expanding our offers from our existing suppliers. We have huge extra shipments on the way from overseas, Pretty Love, Lovetoy, Seven Creation, Svakom, Chisa etc. and we have also increased our stock from most of the European brands. The range and also the quantities will be significantly different compared to previous years.

09 // *What are your most popular articles right now?*

■ Every market has different favourites, but I think the winner of 2018 was Pretty Love.

10 // *Which products from your range would you recommend most to your customers and why?*

■ There are so many nice items, and most of the brands that we keep on stock have their advantages. We always adapt our offer to the customer's expectations, so everyone can find their favourites.

11 // *What kind of trends do you see for the upcoming season?*

■ I think 2019 will not be an easy year on the market. Many new companies exist in Europe and the competition is already huge. In my opinion this year will decide which companies are able to stand the strong European competition. We are ready for it. Moreover, the trend of distribution seems to be changing. The serious brands have started to realise that they have to reorganise the distribution channels. When only a few distributors existed in Europe the situation was totally different to what it is today. If you want to do the job properly with the best result, and if someone wants to cover the European market the best



The new storage hall is definitely a game changer for Debranet's business



DEBRANET

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