

# Martin Williams is new Confex Chairman

**C**onfex has announced the appointment of Martin Williams as Chairman of the Buying Group. Martin has worked in the food & drink industry for 43 years, of which 35 have been in wholesale. He spent 33 years at Landmark Wholesale, joining as an assistant buyer and rising to Managing Director, a position he held for 15 years.

Martin also represented Landmark Wholesale on the Council of the Federation of Wholesale Distributors (FWD) and was FWD Chairman for three years up to his planned semi-retirement in December 2016.

Martin then set up his own consultancy business and works in various roles for the FWD, Inspire Field Marketing, Time Wholesale Services and now as Chairman of the Confex Buying Group. Married with three grown up children, Martin is known for his passionate following of Luton Town



Football Club, following them around the country whenever possible.

Confex MD Nicky White said: "We are delighted to welcome Martin to the new role of Confex Chairman. Martin will help raise the profile of Confex within Wholesale while also being an invaluable asset in helping mould our strategy to ensure long term growth and sustainability for Confex and its wholesale members." ■

## CONFEX App launches

Confex was delighted to launch their exciting new Member App in December. This App allows Confex Wholesale Members to access 1000s of National Promotions and product specifications across all Confex Suppliers, at the simple click of a button. Alongside this, Confex members can directly order products via the Confex Central Distribution facility.

Confex plans to roll-out this FREE white label App to its Wholesale Members during 2019. This App can be tailored to each individual wholesaler, including their own branding/ colours and product categories, facilitating a unique industry-first buying tool. The App will allow Confex wholesalers to grow their businesses selling to their end-user customer. ■

## One. Step. Ahead.

Introducing our *free\** app for our members.



Own logo and branding



200 plus suppliers



Central Distribution facility



No joining or membership fee

Confex helping members to deliver more than expected.

*\* minimum annual spend is required for a free app.*



Join the Group and get  
real purchasing power

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