

# A story of collective success



With uncertain economic times ahead, being part of a strong and effective buying group could be the make or break for smaller wholesalers. **TOM GITTINS** and **JESS DOUGLAS** explain why Confex might just be the group for you

“Confex is a unique wholesale buying group that negotiates in a wider range of product categories than any other buying group and offers over 45 years of trading experience. By joining a group such as Confex, a wholesaler can have access to over 200 official suppliers with preferential terms and pricing.

We are growing ahead of the market, with turnover jumping from £1.72bn in 2013 to £2.67bn in 2016. We project that we will hit £3bn by 2020. The skills and commitment that exist within the trading team, their knowledge of each member's business and ability to offer bespoke trading opportunities mean that some of our members are not just surviving but flying.

‘Confex has helped us diversify our

range so that our average customer order has moved up by over 30%’, says member Eezi-Freeze, of Blackpool.

Confex prides itself on its diversity, which allows the group to trade across multiple categories and remain competitive. We are also an associate member of Landmark Wholesale, which adds to the strength of the overall package we can offer.

Another key benefit is our Central Distribution depot, which is celebrating its 10th anniversary this year and has £27m turnover. This allows members to buy products when they cannot meet the suppliers' minimum order quantities, and to enter new categories.

And with a new online ordering facility launching next month, enabling members to make orders quickly and

efficiently online, it will be another huge asset to keep members ‘ahead of the game’.

Our new online ordering facility will be another huge asset to the Confex members, helping to keep them ahead of the game

The Confex national promo programme provides a full schedule covering the widest range of product categories. Confex offered over 4,000 individual promotions across all the major brands in 2016, spanning 16 promotional periods within our *Supersaver*,

*Caterersaver*, *Grocerysaver* and *Poundsaver* booklets.

We have a variety of member/supplier events, which include our Trade Show, regional Road Shows (a chance for members and suppliers to have direct face-to-face meetings) and our Member Incentive – which is this year taking place in Malta.

We also provide a range of head office services, such as personalised flyers and brochures and access to an extensive image library of our suppliers' products, easily downloadable direct from the website for members to use as they wish.

Finally, we can give members help and advice on e-marketing strategy; employment, food and company law; market trends; core range planning plus much more within our online member portal. We look forward to talking through how you can become part of the Confex success story.”

*Tom Gittins is business development manager at Confex; Jess Douglas is digital asset manager.*

## FACTFILE

- 234 members
- £2.6bn-plus turnover
- 13 new members recruited in the last 12 months
- Own brands: *Simply* (foodservice) and *Boudica* (water)



Members at the Confex Growth Incentive 2016 event