

PRESS INFORMATION

Casio optimises distribution strategy

With its new distribution strategy, Casio steadily continues on the path it set out on years ago with a view to the development of its multi-brand strategy.

Norderstedt, August 2013 – In order to decisively strengthen its young and successful watch brands, Casio will be newly aligning its watch distribution strategy as of 1 November 2013. Through selective distribution, the most important brands and collections will only be sold via retail partners who closely cooperate with Casio.

As part of the new distribution strategy, Casio will offer selected models from the EDIFICE, G-SHOCK and PRO TREK brands, as well as the new ladies' watch brand SHEEN, exclusively to selected retail partners.

With this measure, the watch manufacturer is underlining the great importance of its multi-brand strategy. Amongst other factors, this has the goal of demonstrating a consistent presence of all brands to the end consumer at the POS (Point of Sale).

“We are ultimately regard this step as a logical consequence of the successful process introduced over recent years to reposition ourselves in the watch market”, explains Marc Czemper, Sales Manager at Casio Europe GmbH. “This includes, amongst other things, the broadening and technological enhancement of the analogue watch segment and the associated expansion of the collections with premium watches. By means of selective distribution, and with the joint efforts of all cooperating retail partners, we want to ensure that the very positive development of the last several years continues”, adds Marc Czemper.

Further Information about the company at <http://www.casio-europe.com/euro/corporate/casioeurope/>.