



The ednet Europe GmbH starts off!

Lüdenscheid, 1st August 2012 – Today, the newly founded [ednet Europe GmbH](#) starts business. The dedicated team around the managing directors Michael Zulauf (in former times Geha GmbH) and Stephan Assmann (ASSMANN Group) will continue to extend the established brand ednet.

The brand ednet was successfully established within food retailing and already undertaken by the Assmann Group in June 2012. Since 1st August, ednet manages its business from Lüdenscheid, where the new logistic centre is based.

ednet offers a comprehensive spectrum of multimedia products, computer and notebook accessory, input- and output devices, office-use materials, as well as audio equipment and is nationwide available at e.g. EDEKA Group and FEGRO/SELGROS Cash & Carry GmbH & Co.

“We are pleased to finally start off with the brand ednet. We put a lot on and want to position the brand ednet even stronger within the market“, says Michael Zulauf, managing director of ednet Europe GmbH. “The focus lies on the intensification of our existing business relations, as well as on the development of new sales channels.“

The current ednet range will mainly be revised, tightened, extended by innovative products "around the mobile office" and will be offered Europe-wide in consumer retailers and trading firms. Many new product ideas will enrich the portfolio. Shortly, the ednet will present a new and high-performance product range.

The product portfolio is characterized by high usability, easy handling and colorful design.

Your contact partner for more information and graphical material:

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