

In Bratislava on 23/03/2020

Dedoles Continues its Expansion

Dedoles is pretty serious about expanding into foreign markets. After Germany, the Czech Republic, Austria, Poland, Hungary, and Romania, it launched in Slovenia, Croatia, and Bulgaria in January 2020. And more countries will follow soon.

The next step of the ongoing expansion is an acquisition agreement that Dedoles has long planned. In March, Dedoles became the 100% owner of the British company Something different Europe Ltd (hereinafter referred to as 'Somdiff').

"Somdiff was our first and most important supplier. After many years of cooperation, during which we became the company's main customer, we received an offer to buy it. The company has a well-established logistics system with minimum warehouse error rate," says Jaro Chrapko, director and owner of Dedoles. "Somdiff will continue its wholesale and sales on retail platforms, such as Amazon and eBay, whilst also being our distribution warehouse for Western markets. Somdiff has a very friendly culture. Its former owners are very nice people with strong business morals. Their approach to customers was inspiration for me," adds Chrapko.

What is Somdiff:

Something different Europe, Ltd. is a wholesaler based in the United Kingdom that sells products of various brands to retailers. They also specialize in dropshipping, i.e. sending packages to customers and selling on retail platforms. Dedoles has been its partner since 2011. Somdiff offers more than 20,000 original products to customers in the United Kingdom and European Union, while the number of partner retailers from Norway, Switzerland, and the Middle East is constantly growing. They have also made partnerships with businesses in the Falkland Islands, Malaysia, Japan, and Australia. Considering its location and well-developed logistics network, it has all the prerequisites necessary for trouble-free import and export of goods to the USA and Europe.

Dedoles achieved turnover of €14.9 million in 2019, which is 154% more than the previous year. This stunning increase is mainly due to the launch of our own line of Dedoles products and expansion into several European markets.

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