

# Case Study

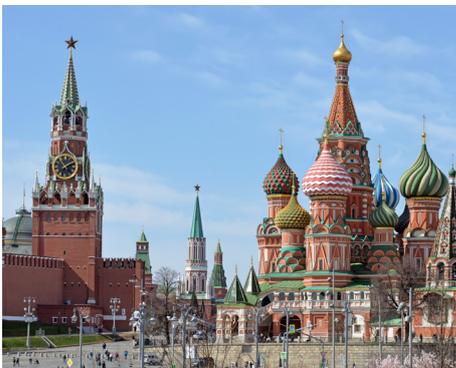
## Anti-freeze Manufacturer Changes CIS Route to Market



A German company works with one distributor in Russia and one in Kazakhstan, but sales were falling short of the potential in the local market. Margins were under continuous pressure and market share was decreasing..

### Starting Situation

The manufacturer had the opinion that the distributors were charging too much to their customers, implying that the competitively priced German products were sold as premium priced products in Russia, Belarus and Kazakhstan.



The manufacturer wanted to control local pricing themselves and appointed Hellmann as the Importer of Record to create a local stock in Moscow and Almaty. The manufacturer didn't have a dedicated sales team for the CIS market and requested support.

### Solution

Hellmann has established relationships in the CIS automotive part industry because we already market IAM spare parts to a range of national, regional and specialized distributors.



We contacted these and other companies to check interest in purchasing customs cleared anti-freeze in ruble contracts from our local warehouses. Several companies confirmed interest and began selling the products successfully.

### Conclusion

By appointing Hellmann as the Importer of Record, the manufacturer was able to offer competitively priced, customs cleared products on their own terms and conditions. Since we also support them as a sales agent and have established sales contracts in place, we facilitated a fast and sustainable market rollout.



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