

# Case Study

## Bathroom Apparel Brand Starts Direct Sales in Russia



An Italian bathroom apparel company was selling to Russia through a distributor. This distributor had three partially competing brands in their portfolio, so focus and success was limited. The company understood that the current setup was not sustainable and sales results would remain behind their potential.

### Starting Situation

The company decided to take control in Russia and the CIS region and searched for a solution to gain full control but with only limited recurring fixed costs and risks. As Hellmann had worked with them for several years already, we were able to present our own trade solutions.

### Solution

Hellmann was appointed as the Importer of Record for Russia and the Eurasian Economic Union. With all logistics and order to cash management handled by existing Hellmann teams and infrastructure, the company is able to offer already customs cleared products from a Moscow stock with almost no recurring fixed costs in Russia.

From a sales perspective, the company decided to hire an exclusive sales representative in Russia that is responsible for the execution of the commercial strategy to the various local sales channels.

Salary payments, related administration and distributor sales bonuses are all performed through the local Hellmann office.

### Conclusion

Through Hellmann, the company can offer customs cleared products from a local stock and has full control of their Russian market with almost no recurring fixed costs.

### Contact

Wijnand Herinckx  
Director Trade Solutions  
Phone: +7 926 301 0502  
Email: [wijnand.herinckx@hellmann.com](mailto:wijnand.herinckx@hellmann.com)  
[www.hellmann-hts.com](http://www.hellmann-hts.com)

