



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

*For further information, please contact:*

Lyreco contact:

Steve Law, Chief Executive Officer, Lyreco

Tel: +33 3 27 23 64 14

[steve.law@lyreco.com](mailto:steve.law@lyreco.com)

Officeday contact:

Martins Cakste, CEO Baltics, Officeday

Tel: +371 2 9265422

[martins.cakste@officeday.com](mailto:martins.cakste@officeday.com)

### **LYRECO ENTERED INTO STRATEGIC ALLIANCE IN BALTICS STATES**

January 7<sup>th</sup>, 2013

Lyreco is glad to announce the signature of a new strategic alliance with Officeday (Estonia, Latvia, Lithuania). This player is the historical leading distributor of stationery and office supplies in the Baltic States.

Officeday leads the office supplies distribution's industry in the Baltic States with sales of EUR 21m in 2012. In the Baltics, the group was built up with several acquisitions (Aigas Nams –Latvia / Estonia, Tamore Finland / Estonia, Daily Service – Lithuania / Estonia). Trading under the brand "Officeday" since 2008, the new Lyreco's partner is active in B2B contract sales to end-users and wholesale. Officeday also operates stationery retail in Lithuania with a mix of own (8) and franchise (14) stores.

The company employs over 200 people in its 3 operating countries and is headquartered in Riga (Latvia). Officeday is the only company to provide a pan-Baltic offer (account management, assortment, pricing) to its customers, granting the same quality of service level across the 3 different countries.

“We are thrilled to enter into alliance with Lyreco and to start working in a close relationship with an international workplace supplies solutions leader in order to consolidate our local leadership”, declared Martins Cakste, CEO of Officeday Baltics. “We are confident in our ability to deliver the best service in the Baltic States to Lyreco’s international customers”.

Steve Law, CEO of Lyreco declared “after a successful year 2012 with 6 new partnerships signed, we are delighted to start 2013 by announcing a new exclusive partnership expanding our worldwide coverage to 44 countries. Officeday’s partnership strengthens our European coverage which is the widest that can be offered to customers. This agreement also enables Lyreco to be the only contract stationer to offer a full coverage from the Nordic countries to the Baltic States”.

**About Lyreco:**

Lyreco is a privately-owned provider of workplace supplies solutions to the business community and a leader in business-to-business office products solutions. With 10,000 employees including a sales force of over 4,500 people, its core expertise is in the focus on customer service and distribution excellence. As well as being market leader in Europe, Lyreco is also present in North America, Australia and Asia operating in 27 countries. The group generated sales of EUR 2.2 billion in 2011. Adding partners, it covers 44 countries over 5 continents. The sales partners of Lyreco are:

- OFFICEMAX covering the USA and Mexico markets,
- ASKUL in Japan,
- OFFICEPRO in Taiwan,
- WALTONS covering the markets in Southern Africa (South Africa, Namibia and Mozambique),
- OFFICE PRODUCTS DEPOT in New Zealand,
- INFORSHOP in Brazil,
- MARKEN in Argentina,
- SAMSON in Russia,
- RTC in Romania,
- AKOFFICE in Turkey,
- BENIR E-STORE SOLUTIONS in India,
- OFFICEDAY in Estonia, Latvia and Lithuania.

For more information please visit [www.lyreco.com](http://www.lyreco.com)

**About Officeday:**

Officeday is a Baltic privately-owned office supplies distributor. Headquartered in Riga and with branches in Lithuania and Estonia, the company offers a pan-Baltic national coverage to its customers. Officeday generated sales of EUR 21m in 2012 and employs over 200 people.

For more information please visit [www.officeday.com](http://www.officeday.com)

###