



connecting professionals

EDITION 2025



■ WE ARE FAMILY
■ WE ARE TRADITION
■ WE ARE PROFESSIONALS

WE ARE ONE OF THE LARGEST FAMILY GROUPS IN OUR BUSINESS

LEADERSHIP

Expertise that drives trust.

Since its founding in 1989, K-FLEX® has grown into the world market leader in the production of elastomeric insulation and plastics. With Europe's largest and most advanced manufacturing site and 21 production facilities worldwide, the company combines technical depth with the capacity to deliver consistently high-quality solutions.

INNOVATION

Setting the pace in insulation technology.

K-FLEX® invests around 5 % of annual net sales in research and development, working with leading institutes to ensure independent audits and CE compliance. Proprietary production technologies and the company's involvement in various EU projects keep K-FLEX® at the forefront of performance, efficiency, and sustainability.

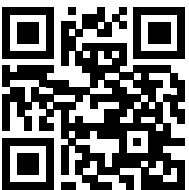
PARTNER ADVANTAGE

Making every project run smoother.

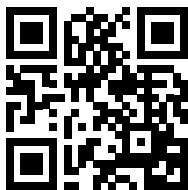
Global reach, multilingual technical support, and tailored sales and marketing resources make K-FLEX® a strong partner for wholesalers and installers. Reliable logistics and responsive service help ensure that each project is delivered in time and to specification.

K-FLEX® - INNOVATION FOR BETTER LIVING

K-FLEX EUROPE OFFICE
IK-Germany@kflex.com
+49 (0) 7520 205 93 0



corporate.kflex.com



www.kflex.com



K-FLEX® - TOMORROW'S INSULATION. TODAY.

PRODUCT PORTFOLIO

K-FLEX® designs and manufactures a broad range of insulation and complementary products:

- ▶ Thermal insulation (FEF, PE, PU, mineral wool)
- ▶ Firestopping products
- ▶ Floor Heating Systems
- ▶ Tapes (ALU, DUCT, and more)
- ▶ Tools & accessories (pipe supports, adhesives, and more)
- ▶ Acoustic insulation
- ▶ Multilayer pipes
- ▶ Beverage tubing



QUALITY ASSURANCE

From eco-labels to the EU-recognized KEYMARK seal, K-FLEX® products undergo regular third-party testing by accredited European institutes. Certifications and audits confirm compliance with the strictest technical, safety, and Green Building requirements.



SUSTAINABLE RESPONSIBILITY

Reducing carbon emissions across the entire value chain is at the core of the K-FLEX® sustainability strategy. The company integrates social and environmental responsibility into every decision - protecting people, improving safety, and enhancing quality of life.

K-FLEX® materials are designed for durability, immediate and long-term energy savings, and healthier, more comfortable indoor spaces.



Reiner Habermann

Michael Holter

Editorial

We look to the future with confidence

The sanitary, heating and air conditioning industry has gone through tumultuous times in recent years – marked by profound changes, but also by significant opportunities. The effects of inflation and war led to a massive slump in the construction industry. Many projects were put on hold, which had an immediate impact on the sanitary sector. At the same time, the heating market experienced a remarkable upswing. The societal and political focus on sustainable energy sources resulted in many people switching to future-proof heating solutions – particularly heat pumps, which went through a real boom. Currently, an economic stabilization is becoming evident. The market is beginning to recover – construction, renovation, and refurbishment are happening again. Especially the renovation sector will gain importance in the coming years and will strongly challenge our industry. The heating sector remains a cornerstone, while the field of climate technology is gaining increasing relevance. Our industry represents sustainability, efficiency, and future viability like few others. As part of the energy transition, we actively participate, drive innovations forward, and focus on resource-conserving technologies. The EDT closely monitors these developments, acts swiftly and purposefully – with the clear aim of strengthening its

members and giving them all support. In recent years, we have come even closer together as a group. We have consistently expanded our position in the HVAC sector and established ourselves as an internationally operating global player. Together, we are committed to the sustainable quality of the craft, pursue clear goals, and will continue to strengthen our concept products in a targeted manner. We look to the future with confidence – well-positioned, determined, and strong together.

Yours sincerely,
Michael Holter (Chairman of the Board)
Reiner Habermann (Managing Director)



We are the Cooperation of family wholesale companies for professional sanitary and heating producers.



ALGOREL
LA FORCE DES INDÉPENDANTS

Algorel brings together 164 members in the tile, sanitary, plumbing, electricity and heating markets. The Group operates in France and in overseas departments throughout 800 retails. Algorel is the French representative for EDT, the largest organisation in Europe in the field of sanitary, installation and heating products. We share the same important values with the other members and Europe is an attractive market to do business with.

Dimitri Both
Managing Director



EVASAT
Komforts
santehnikaapkure

EVA-SAT was founded in 1989 by local Latvian businessmen. Up until today it has remained property of its original founders. The main activity of the company is retail and wholesale of high-quality sanitary, heating and ventilation equipment. During its existence, the company has become one of the leading plumbing and heating dealers in Latvia and the Baltics. EVA-SAT has 8 stores in Latvia and 2 stores in Lithuania. The company expects to further increase its exposure in the Baltic market by opening more stores, further deepening and improving existing relationships with customers and attaining a wider range of products to supply the market. Simultaneously the Company puts considerable focus on actively educating its employees in order to create the best heating, plumbing, ventilation solutions for end customers. Joining the EDT group has made a positive contribution to the development of EVA-SAT. It helps to refine procurement strategies and further improve the company's capabilities.

Lidija Neimane
Owner



GéPéSZ
GéPéSZ Csoport

In 2004, **GéPéSZ Holding Kft** was founded out of two companies that were established on the Hungarian market since 1982. Both companies decided to centralize their acquisitions and become more competitive on the HVAC market. With a common strategy and a centralized marketing **GéPéSZ Holding Kft** decided to join the EDT group in 2006. This important step led to more presence in Europe and after almost 20 years, bonds grew stronger between members of EDT. Now, as EDT turned into a global player, still following the strategy of family-owned companies, we, as long-time members, are happy to face the future in difficult times together as a group of reliable business partners and friends. Supporting each other and our valued customers is the idea to serve the customer's needs in the best possible way.

Sándor Sziládi
President



IMARK
GROUP
Member Owned, Member Governed

With 650 independent plumbing and HVAC/R distributors operating 1,330 locations nationwide, **IMARK Plumbing** has the largest membership of any cooperative marketing group in the industry. With our diverse network of member distributors, IMARK Plumbing specializes in creating membership experiences that are best in class for wholesalers of all sizes. Our unique and innovative marketing programs and resources are designed to spur greater collaboration between our member distributors and IMARK Plumbing suppliers to increase sales and profits as we outpace the competition. Our mission is to provide a combination of marketing solutions and superior financial returns to our members while delivering above average rates of market share growth for our supplier partners. The IMARK Plumbing membership works closely with over 150 of the plumbing industry's leading suppliers. In many cases, the collective spend of IMARK Plumbing members makes us the largest customer for our preferred supplier partners. Put this clout to work for your company.

John Aykroyd
President



 LUXURY PRODUCTS GROUP

LPG is dedicated to serving entrepreneurs by bridging the gap between manufacturers and independent showrooms. When you become a member of the group, you will be able to sharpen your competitive edge against big-box stores and online competitors while maintaining your business. Working in a showroom is challenging. We understand. We have created something different. Something special. A training program just for showrooms. With the sole goal of helping independent showrooms close more sales, drive revenue, and be the best they can be, LPG X TEACH is the premier training tool for plumbing showrooms. Be a part of something curated, definitely for showrooms: The Luxury Products Group Member + Vendor Portal is curated for showroom people. Resources that directly benefit showrooms and showroom staff are available here. From marketing programs, sales tools, vendor news, and more, you will find what you need to run a better showroom in the Member + Vendor portal. We are our members: It's about small businesses learning and growing together. It's about keeping the legacy of independent showrooms alive. We are a family, here to make each other better.

Jeff MacDowell
Director LPG



 INNERHOFER

Innerhofer was founded in 1898 and is today the market leader in its core regions: the Italian provinces of Bolzano, Trento, and Belluno. Our headquarters are located in San Lorenzo, supported by a network of ten branches.

We live and work in German and Italian, reflecting the unique cultural and geographic identity of our region. With steady growth over the decades, we now employ 270 people and run a central warehouse with Autostore, an advanced automated picking system. This system enables us to save up to 75% of storage space when stocking over 11.000 different items in this area.

Operating in a mountainous region brings daily logistical challenges – challenges we have turned into strengths through innovation, adaptability, and experience.

Our business is equally divided between the sanitary and tile segments (50%) and the technical sector (50%). As a member of the EDT network, we benefit from direct access to international market developments, enabling us to act with foresight and agility.

Gunther Waibl
President Chairman
of the Board



 instal-konsorcjum

Instal-Konsorcjum was founded in 1996 and is a group of independent, family-run wholesale companies with now 30 shareholders, 152 sales points and approximately 1900 employees. We entered EDT in 2012 and together we have grown and supported each other in the best possible way. Heating and installation is our core business and we have been market leader for years. We permanently monitor the market to always be on the cutting edge and create a business advantage for our members. Instal-Konsorcjum and EDT have specially focused on private label, exclusive products and common strategies with all EDT members. We are happy to be part of a powerful group of business partners and friends now on a global level.

Ryszard Jędrzejewski
Chairman of the Board





ISG together with GSE (France) and Dansk Jerncentral (Denmark) founded EDT to take account of the increasing internationalization in the procurement market at an early stage. The exchange of experience and the cooperation with the wholesalers in now 16 countries are a valuable addition to our work and strategic orientation which contains the growth of the existing shareholders and growth through new members.

Together, we are strong in the global market and we appreciate the exchange with our colleagues.

Dietmar Moch
Managing Director



IXOS Cealco. An extensive network of stores, leaders in their segment, for the distribution of sanitation materials, plumbing, air conditioning, heating, and electrical materials.

Our brand's purpose is: To make installers become and feel like better professionals.

We help professionalize installers and empower our human team by offering innovative solutions and high-quality services.

Our integration is now fully operational – a transformation driven by the various partners who have joined the IXOS project, which today is already a reality. Together, we have consolidated this path toward excellence in industry standards.

Jordi Ferrer
Business Director



Lemvigh-Müller is the leading supplier of technical equipment for the Danish installation contractors, industrial companies, supply companies and construction sites. We offer everything that installers need and we provide the logistics, services, and more than 175 years of experience to go with it! We run +20 stores, deliver to our customers on a daily basis or take care of the warehouse management for them.

With our numerous services, customers can grow the profitability of their business. We help them optimize their purchasing, inventory control and administration and more than 50% of our sales happen online. Thanks to EDT, we can turn the strength of community into competitive advantage – for us and our customers.

Christian Søgaard-Christensen
CEO



LUK is your premier wholesale partner in Bosnia and Herzegovina's thriving heating, air conditioning, and sanitary industry. At LUK, we pride ourselves on being a cornerstone in the heating, air conditioning, and sanitary industry of Bosnia and Herzegovina. Our comprehensive inventory boasts an array of cutting-edge equipment, premium HVAC systems, and top-tier sanitary products sourced from leading manufacturers worldwide.

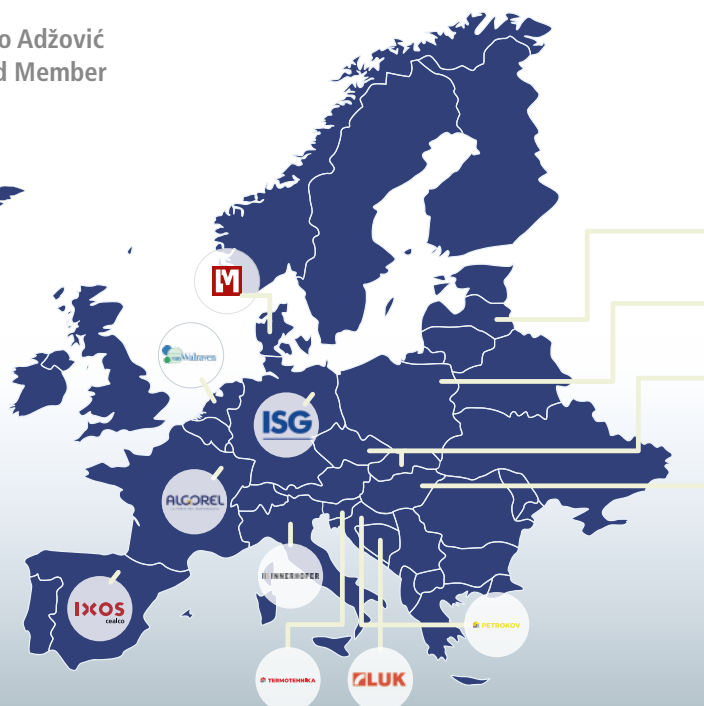
Partnering with LUK means gaining access to a wide range of exceptional products combined with excellent customer service. It is different with LUK – your trusted wholesale provider in the realm of heating, air conditioning, and sanitary solutions.

Zlatko Adžović
Board Member



PTÁČEK – velkoobchod was founded in 1992 and from a small company of 3 employees gradually became the largest wholesaler for heating, gas, water, utilities and bathrooms in the Czech and Slovak Republics. An important milestone for long-term development and strengthening of our market position was 2004, when we became a member of EDT association. This helped us not only to get better conditions in cooperation with leading European suppliers and access to the European private label concept, but also allowed us close cooperation and know-how sharing with other members of the EDT group.

Zdenek Ptacek Sr
Founder of the company





Petrokov: Innovator in heating, cooling, and sanitary solutions

Founded in 1990, Petrokov has swiftly risen to prominence as a leading player in both wholesale and retail spheres, specializing in heating, cooling, and sanitary solutions. Headquartered in Zagreb, Croatia, the company offers an extensive array of top-tier products, catering to everything from installations to cutting-edge innovations.

With an impressive three-decade presence in the industry, Petrokov has left an indelible mark on Croatia's commercial landscape. Earning a distinguished place among the top 250 successful companies in Croatia, Petrokov's brand signifies excellence and continuous innovation.

Simona Zavrtnik
Co-Owner and Managing Director

Termotehnika has a long-standing tradition established in 1990, the company has grown from a small business in Novo mesto into a dynamic enterprise with a broad network of collaborators, installers, and traders across Slovenia in the fields of heating, plumbing, bathrooms, and ventilation.

The company strives for high quality and comprehensive solutions that meet the needs of its clients and partners. It fosters excellent relationships among customers, business partners, and employees. Additionally, with new employees in key positions, the company has gained fresh energy and new business ideas that will further strengthen its successful development path.

Žiga Fic
Managing Director

Samios Plumbing Supplies is a proud, family-owned business and member of the BGW Group of companies. Since our establishment in 1947, we have grown to become Australia's largest independently owned plumbing wholesaler, boasting an extensive network of over 35 locations, including 19 with retail showrooms.

Our commitment to delivering quality products and personalised service defines our brand. Partnering with EDT provides us the exciting opportunity to collaborate with a group that shares our core family values. We eagerly anticipate the exchange of market trends and experiences with fellow members, fostering a collective growth within the group.

John Webb
CEO

Van Walraven (The Netherlands) was founded in 1968 and started with selling PVC pipes and fittings. From there more and more products were added and the company kept expanding in the Netherlands. Nowadays we supply almost everything that has to do with (waste)water, air and gas from supply of drainage to valves, sanitary, HVAC, PPE, tools and we offer services like pre-fabrication and rental. Recently we have also added products for electrical engineering. Our products are used for civil, commercial, industrial, infrastructural, marine & offshore and residential applications. Van Walraven, family owned, has 15 locations across the Netherlands with more than 425 employees. Our headquarters and main warehouse are in Mijdrecht, located in the middle between Amsterdam, Utrecht, Rotterdam and The Hague.

Our focus is on quality, therefore we work with renowned producers. We maintain an open and innovative no-nonsense approach and are respectful to our employees, business partners and the environment. Van Walraven is a proud member of EDT. Collaborating with the EDT members provides us with valuable insights into development in our respective markets and makes us all stronger. We can leverage this strength to serve our customers even better.

Henk van Walraven
Managing Director
and Co-Owner



Tackling the new challenges

Reiner Habermann has been the new Managing Director of EDT, based in Mülheim an der Ruhr, for over half a year. He has thus assumed the leadership of what is now one of the world's largest cooperatives representing independent wholesale companies. In an interview with the RAS editorial team (the German business journal for building technology with international distribution).

Reiner Habermann summarizes EDT's developments and activities and looks ahead.

RAS: Congratulations, Mr. Habermann, on your successful start as Managing Director of EDT. You recently met many of your members at your annual meeting in Riga (see RAS article on page 20). How would you describe the mood among your members in light of the uncertain global situation?

RH: Of course, our members are following the current situation very closely and with some concern. On the one hand, there are, of course, the crises surrounding the war of aggression instigated by Russia and the resulting military activities in Ukraine, but also the military conflicts in the Middle East and between Iran and Israel. On the other hand, there is the persistently poor general global economic situation, parti-

cularly in European residential construction and renovation. Both of the above-mentioned factors directly and indirectly influence the economic activities of our industry and, due to rising raw material prices, high interest rates, and rising construction costs, lead to uncertainty and reluctance among private and institutional investors in residential or building construction or renovation.

RAS: As an experienced sales expert and industry insider with management experience, please briefly explain the challenges of working at the top of a retail association compared to working at a HVAC manufacturer?

RH: After more than 30 years of sales experience at a manufacturer in the HVAC industry, the challenges on the retail side are, of course, not entirely unfamiliar to me. Nevertheless, even in my short time at EDT, I have already discovered several aspects that can influence cooperation between industry and trade. Of course, it is now more important to coordinate the interests of all our shareholders, whereas previously only the sole objectives of one manufacturer were in the foreground. The strong interest of our EDT shareholders in working even more closely together in the future and defining new goals through mutual exchange is certainly advantageous. However, the success of these activities will naturally also be determined by commitment and speed of implementation.

RAS: Not so long ago, EDT was "only" based in Europe. Now it is active worldwide? Which countries have been added, and how strong is the community currently in the respective home markets?

RH: That's correct, and we currently also have shareholders in the USA and Australia. The requirements of these countries are, of course, partly different in terms of product technology, but the tasks are largely identical for all shareholders in these countries. Many of our partners are still family-run and, thanks to their medium-sized business structures, have quick and short decision-making processes. They are therefore also leaders in their respective markets and want to leverage the advantages of a strong community through collaboration within EDT.

RAS: Is EDT open to additional partners? Which companies are a "fit" for EDT?

RH: EDT typically has one partner in each country, enabling it to establish a strong focus on market activities through collaboration within our community. We are currently conducting initial exploratory talks with another candidate. As mentioned above, our EDT shareholders focus on family-run businesses with quick and efficient decision-making and a willingness to work together with the other shareholders in other countries to advance things.



The new EDT-Managing Director Reiner Habermann. He is tackling the new challenges of his time with great motivation and looks forward to further collaboration with the EDT shareholders.



"What makes EDT unique is the worldwide distribution of our private label concept, which can offer all parties outstanding advantages in terms of the product, marketing, and processing" says Reiner Habermann. Shown here is the concept 300 bathroom series, which is characterized by a successful combination of aesthetics and innovative technology.

RAS: One of EDT's core tasks is managing its "private brand" (concept). How successfully are these brands being used by our globally active members?

RH: The private label concept offers our shareholders the opportunity to independently market selected products from leading brand manufacturers together with us and through their own product advantages and attractive price positioning. We are not dissatisfied with this development, but we also see potential for further expansion. This will also be part of my future responsibilities, and I am already looking forward to the exciting discussions with the shareholders in the countries.

RAS: And what role does this brand name play in general in Europe/worldwide, as well as in the EDT stores in Germany?

RH: Concept has been a very successful label for many years. Our customers, the skilled plumber, associate it with quality products, great design, ease of processing, and an attractive price-performance ratio. In Germany and Austria, we obviously have an advantage and higher shares, but the shareholders in other countries are experiencing the benefits of marketing concept and want to expand on them.

RAS: What about the "young talent" in general and specifically in your members' stores? How do you support the next generation?

RH: The EDT shareholders launched an international "young talent program" years ago, and this has now led to the young talent participating in this program "taking the helm" in many companies. We will, of course, continue this program and continue to focus on mutual, trusting networking and the exchange of information.

RAS: In your opinion, how has the wholesale landscape changed in Europe and worldwide in recent years? How has purchasing changed? There are plenty of keywords: digitalization, multi-channel, shortage of skilled workers?

RH: In recent years, structures have certainly changed and were and continue to be characterized by consolidation activities among wholesalers. But the needs of customers – our skilled tradespeople – are also changing, and the supplier that is successful here is the one that offers the best solutions, including through digital processes. Manufacturers are also responding and have begun to support our mutual customers through pre-assembly or simple assembly steps.

RAS: What distinguishes EDT in terms of its offerings/delivery capacity/display, etc.? What makes EDT unique?

RH: EDT is merely the "bracket" of the activities here; essentially, it is the shareholders who can leverage their advantages as mostly family-run companies with rapid decision-making and a strong desire for sustainable marketing. What makes EDT unique is the worldwide distribution of our label concept, which can offer all parties outstanding advantages in terms of the product, marketing, and processing. The intensive exchange of new developments in the markets of the various countries through best practices is certainly a unique advantage of our cooperation.

RAS: What are your goals for EDT in the coming years? What tasks must or can it perform for its members as a priority? What challenges do you personally face in successfully expanding EDT International?

RH: My initial impressions from my discussions there were characterized by the shareholders' willingness to work very openly and constructively with EDT and the other shareholders. The interest here was truly tangible and palpable, and that motivates me greatly. The focus of my tasks will, of course, be the further expansion of our private label concept in the various countries and even better digital processes. I'm really looking forward to it.

RAS: Mr. Habermann, thank you very much for the interview.

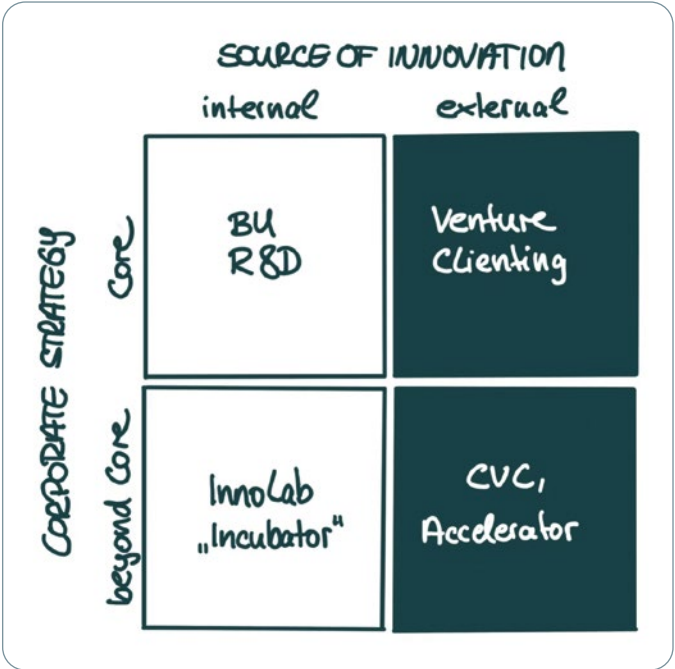
Sustainability Becomes a Driver of Innovation

A presentation by Steffen Erath attracted considerable attention from the shareholders and guests at the EDT Convention in Riga. The graduate industrial engineer, guest lecturer, and author is committed to advancing pioneering innovations and technology-driven business models. His particular focus is on sustainable solutions and green tech that create real added value for the economy, society, and the environment. In his keynote speech in Riga, he illustrated how sustainability is becoming the true driver of innovation of our time.

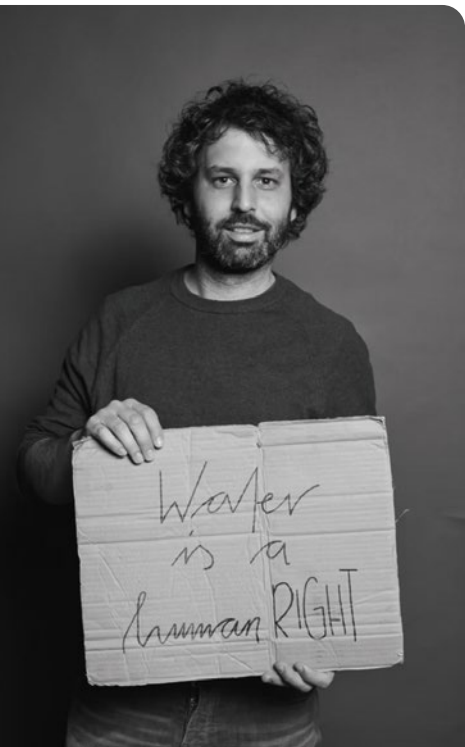
Using his approach of Planet-Centered Innovation, he illustrates that companies should not only solve user problems, but also understand the major ecological and societal challenges as a starting point for innovation. Erath presents a clearly structured four-phase model – Sustainability, Feasibility, Desirability, and Viability – that supports companies in systematically developing sustainable ideas and successfully bringing them to market. Using Hansgrohe as an example, he illustrates how this approach can be implemented in an established industrial company.

Twin Transformation

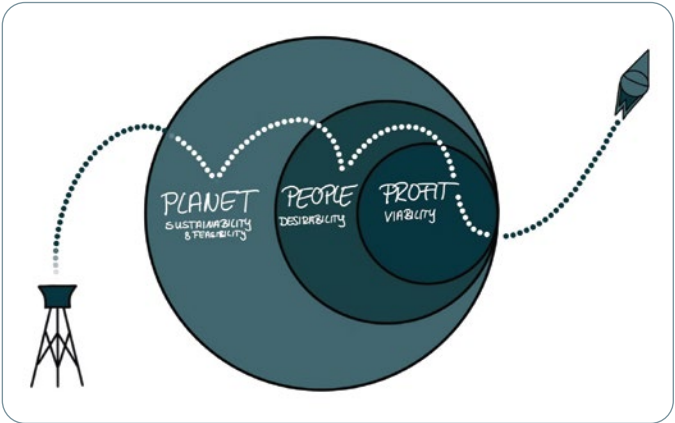
A central idea here is twin transformation: digital transformation and green transformation can reinforce each other. With the help of Planet-Centered AI, complex data sets can be used to develop sustainable solutions faster, more precisely, and more effectively. At the same time, Erath demonstrates that planet-centered venture capital also plays a crucial role in integrating external innovation ecosystems and harnessing the best ideas of startups and founding teams for change. The message of his keynote: Sustainability is far more than compliance or climate neutrality. It provides orientation, creates focus, and can make the economy the engine of green transformation.



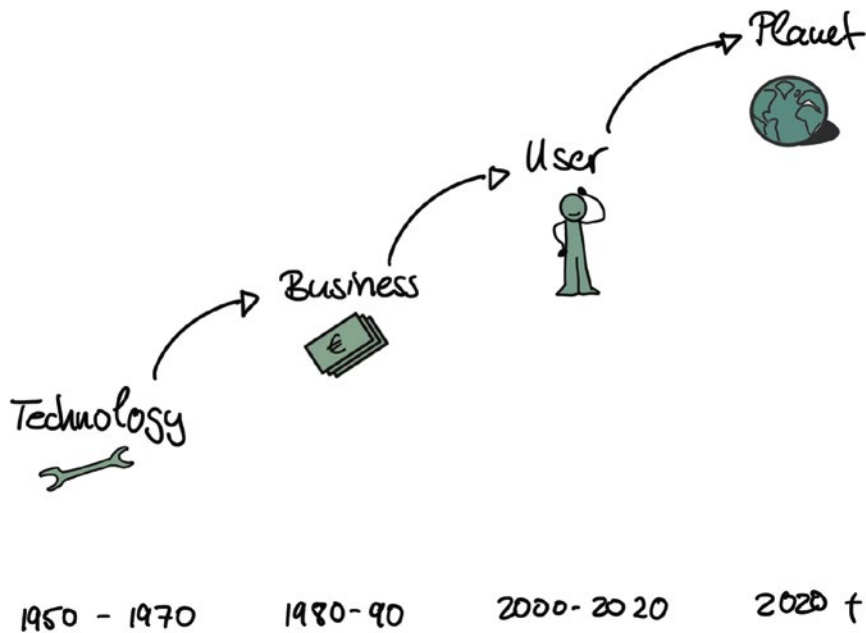
When it comes to innovation, just as with traditional new product developments, you are faced with the make-or-buy decision.



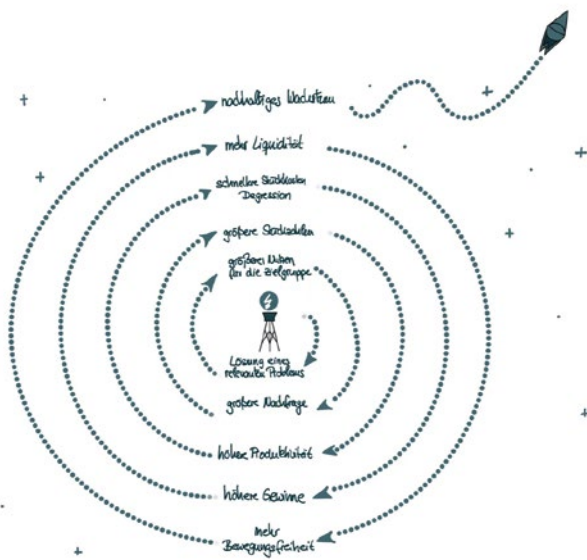
Steffen Erath has been intensively involved with the topic of sustainability for many years. The graduate industrial engineer is Head of Innovation & Sustainability at Hansgrohe SE, where he has headed various product and innovation departments for the bathroom specialist since 2016.



If we consider planetary problems as the starting point of our innovation journey, we can use the power of innovation to do good while simultaneously securing the future viability of our companies.

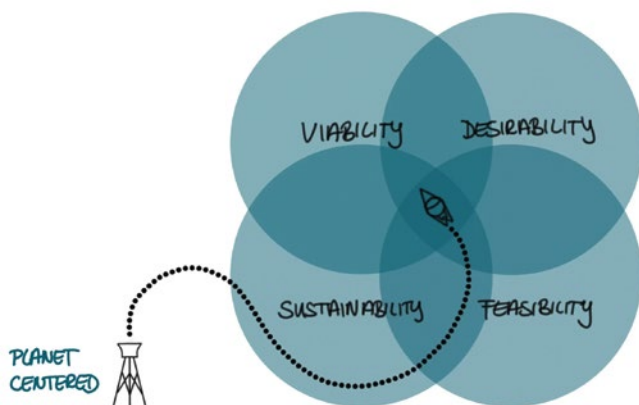


Innovation as an independent discipline is in constant change and development, as the world around it is also constantly changing.



Sustainable growth emerges as a result of a consistent focus on the underlying problem.

The book "Planet Centered Innovation" can be ordered directly from the Maximilian Verlag website.



Sustainability is an excellent starting point for an innovation journey.

EDT-Development

EDT looks back on more than 30 successful years. We as a group have continued to develop and continue to face the events of the time. This is an important building block of our success! But the real reason for our community is the cooperative, friendly and sometimes even almost familial relationship between our members. A lot has happened in the world in the last few years, Covid dictated actions for a long time, crises and wars mean that our daily business is no longer what it once was. This means that we have to come together as partners on equal terms and pool our strengths, work on the market together and look towards a common future! The timeline on these pages also underlines the positive development of our cooperation and we look to the future with great confidence!

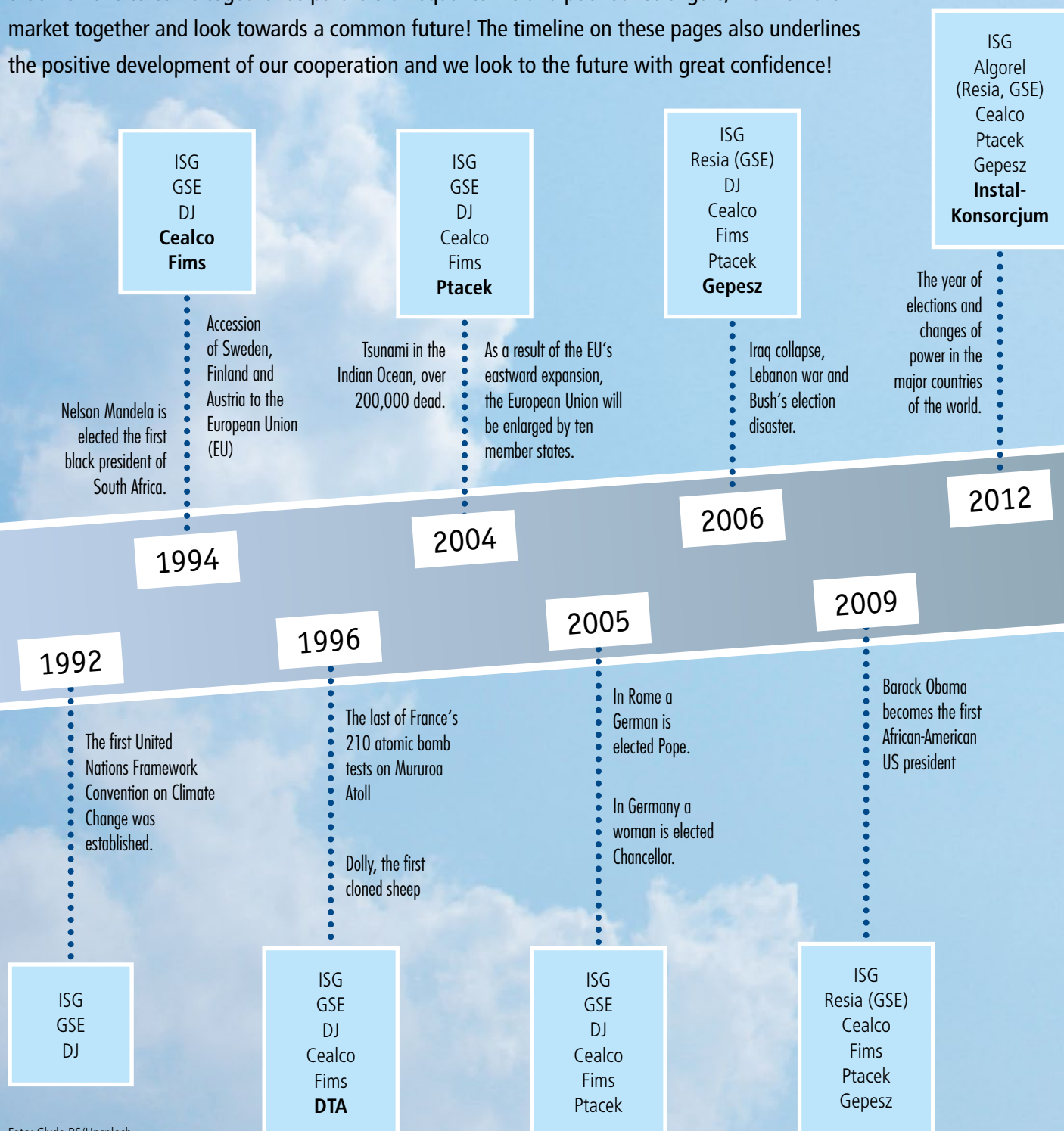
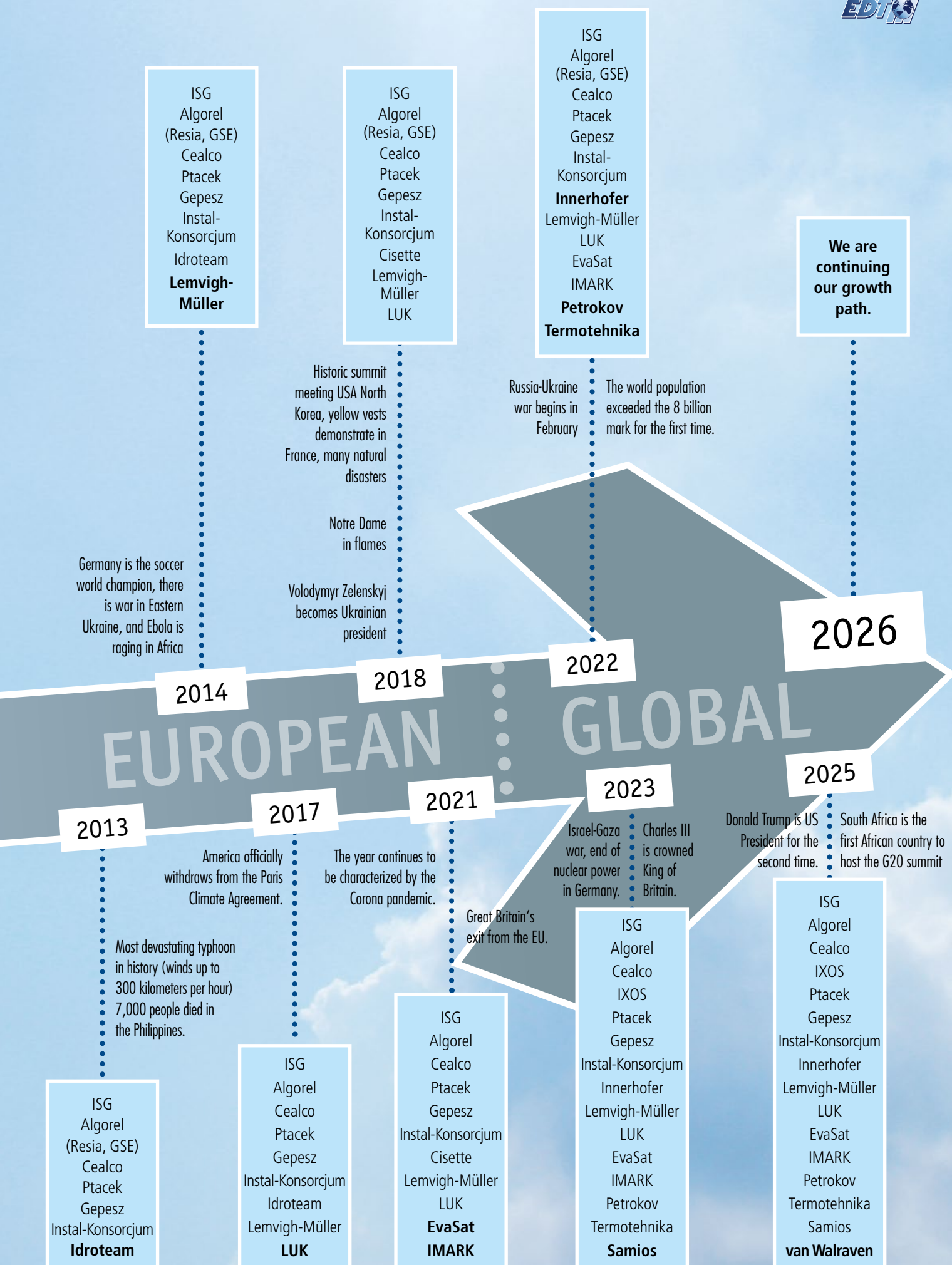


Foto: Clyde RS/Unsplash



The three-tier distribution channel in the plumbing, heating, and air-conditioning (HVAC) industry – no chance of survival... or is there?

Hardly any topic is debated as persistently in the plumbing, heating, and air-conditioning industry as the future of the three-tier distribution channel. Since the 1980s, the industry has been repeatedly plagued by dire predictions:

"The DIY market will destroy everything." - "The internet will make everyone redundant." - "Specialist wholesalers have no future."



Joachim Stücker has been working in the field of building technology for more than 35 years. For almost 10 years, he has been supporting executives in various advisory board member roles and through his own company, Sanbrain – www.sanbrain.de – he also coaches C level Management and is involved in a wide range of roles in projects within the sanitary, heating and air conditioning technology industry. Joachim Stücker was previously a long-standing member of the board and later managing director of Hansametallwerke AG, now Hansa Armaturen GmbH, Stuttgart.

The reality, however, paints a different picture: Specialized wholesalers are stronger today than ever before. EDT is an international cooperative of independent, family-run wholesalers for plumbing, installation, and heating technology and, according to its own statement, "the largest association of specialist retailers within the HVAC industry worldwide." EDT pools the purchasing volumes of numerous members and represents common interests vis-à-vis suppliers. An important part of its business model is the development of its own product lines under the "concept" brand, which are established and expanded worldwide.

From Consolidation to Strength

How EDT Leverages the Strengths of the Three-Tier System

EDT leverages many of the advantages offered by traditional specialist wholesalers – and strengthens them in a targeted manner:

1. Purchasing Advantages Through Bundling

Through the cooperation of many independent wholesalers, EDT can pool large purchasing volumes, negotiate better terms with manufacturers, and thereby reduce costs – to the benefit of its members. This way, the product portfolio remains competitive even for smaller members.

2. International Focus with Regional Proximity

Even though EDT operates globally, the individual member companies have a local presence, are familiar with local market conditions, and can react quickly. This provides flexibility and customer proximity that pure online giants often cannot achieve.

3. Branding and proprietary products ("concept") as a differentiator

With "concept" products, EDT develops a strong proprietary brand. This not only reduces dependence on third-party suppliers but also creates a product identity that helps members differentiate themselves in the market.

4. Synergies in Logistics, Data Management, and Service

Coordinated logistics, processes, and standards – components of the service package that EDT offers its members. This increases efficiency in availability, delivery, and service.

Local Roots, International Strength

Many companies today operate internationally without losing sight of their regional roots. Medium-sized specialist retailers, in particular, benefit from purchasing associations and international collaborations, as demonstrated by EDT.

Through these structures, even smaller companies gain access to modern, coordinated logistics solutions, professional data management, pooled purchasing power, and digital tools for the trades. Services that would be virtually impossible for individuals to finance alone.

Large suppliers from outside the industry may gain market share in certain areas. However, the holistic expertise of the specialist whole sale trade in the building services engineering sector remains unique.

The next challenge: Artificial Intelligence

Currently, attention is turning to the topic of artificial intelligence (AI). As in previous decades, doomsday scenarios are emerging. However,

the decisive factor is not the fear of change, but the constructive approach to it. AI can simplify processes, improve data quality, and free up capacity for other tasks – if it is sensibly integrated. Here, too, EDT is already working on future-proof concepts for its members.

Conclusion

As long as EDT continues to invest in digitalization, innovation, and sustainability and maintains a balance between the global and the local, the end of the specialist wholesale trade will remain a theoretical debate – not reality.

Here's to the next 100 years!

Joachim Stücke

CEO / Founder

Sanbrain UG



concept

Ideas for beautiful bathrooms for over 50 years.

concept stands for a harmonized range of quality products for bathrooms and house technology. Thanks to modern production processes, concept products guarantee a quality that meets the highest demands. All of this in a contemporary design and at a reasonable price.

www.mein-concept.de

EDT, the cooperation that thinks **global** and acts **local**

EDT has been a strong community for 25 years and is a reliable partner worldwide. Our suppliers and our members have a common base of trust and support. This makes sure, we can face the future together. Even if the winds blow strong, we all can set our sails to travel the seas in a solid boat.

Members

14

3

Continents



17

COUNTRIES

Outlets

>1700



>500
COMPANIES

Turnover Europe S/H/I

4,4bn

Global turnover S/H/I

>8bn

Successful event in the Pearl of the Baltics

Riga, the capital of Latvia, is often referred to as the "Pearl of the Baltics" or the "Art Nouveau Capital." This is where the EDT shareholders met for their annual convention in June 2025.



In a good mood: The EDT Convention participants in front of their hotel in the Art Nouveau district of Riga's city center.

This venue was chosen for good reason: Riga is also the headquarters of EDT member EVASAT, which invited the cheerful participants of this year's EDT Convention to a tour of its headquarters. The two additional days of the event featured several roundtable discussions, strategy talks, reports from shareholders, and various guest lectures. For example, Steffen Erath's keynote speech demonstrated how sustainability can become the true driver of innovation in our time (see the double-

page spread inside this magazine). From the EDT supplier network, Clemens Rapp (Head of Geberit's European Sales Division) and Kai-Hendrik Joswig (Head of Global Key Account Management at Reflex Winkelmann) provided information about new developments in their companies.

Entertaining Supporting Program

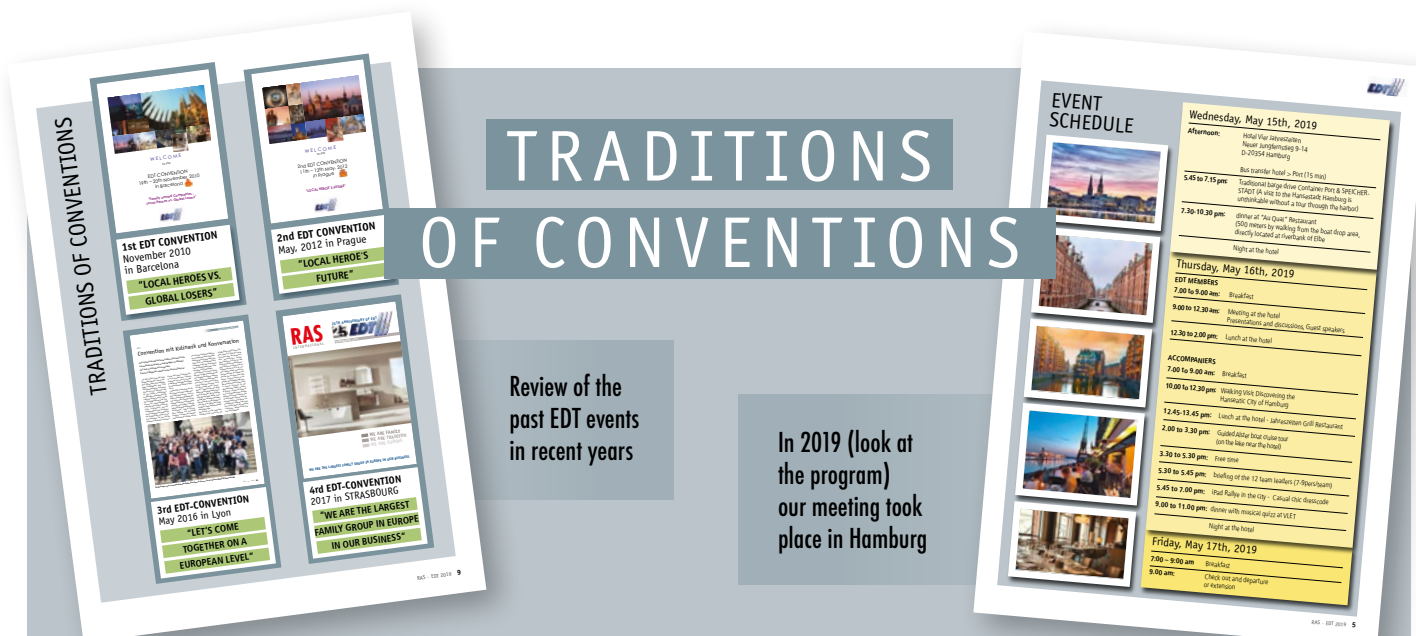
The convention was rounded out by a culinary and cultural supporting program. These included, for example, a city tour of Riga with explanations of Art Nouveau architecture, a canal boat tour to the Ola Foundation building complex, and an entertaining beer tasting course accompanied by Latvian music and traditional dancing.



Impressive: The Freedom Monument in Riga, a 43-meter-high obelisk, is one of Latvia's most important monuments and was one of the sightseeing highlights of an entertaining city tour.



Informative: The shareholders met in the hotel's spectacularly located conference rooms for presentations and discussions.



2022: Budapest



EDT GmbH has met again in Budapest October 13th – 15th, 2022 for the first Internal Convention after the long period of travel restrictions.

2024: A Glimpse into the Future Against a Historic Backdrop

The global wholesale trade association EDT, based in Essen, invited its members to its 6th convention in 2024 in Gdansk (Danzig). The event was a resounding success and offered numerous cultural, culinary, and, above all, business highlights.

Participants of the 6th EDT Convention against the picturesque backdrop of the reconstructed and rebuilt historic Old Town of Gdansk (Danzig/Gdansk).



Successful event at the Pearl of the Baltics

Riga, the capital of Latvia, is often referred to as the "Pearl of the Baltics" or the "Art Nouveau Capital." This beautiful city is also the headquarters of EDT member EVASAT, which invited the cheerful participants of this year's EDT Convention 2025 to a tour of its principal office. The two additional days of the event featured several panel discussions, strategy talks, several guest lectures, and, of course, a culinary and cultural program.



Foto von Marko Tomic auf Pixabay



Please note:

We are already looking forward to the upcoming international EDT Convention, which will take place to 15.-16. Juni in Zagreb 2026.



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