



Pocketstället signs exclusive framework agreement with ICA

Pocketstället has signed an exclusive framework agreement with ICA Sverige AB regarding sales of paperbacks to independently owned ICA Kvantum, ICA Supermarket and ICA Nära stores.

”We look forward to strengthening our co-operation with ICA and hope that this framework agreement will lead to more ICA-stores choosing Pocketstället. We also hope that the agreement will enable us to increase our business within existing ICA clients and thus increase their turnover”, says Johan Ramström, Sales Director Pocketstället.

Despite 2009 being a difficult year for the book industry in general, Pocketstället managed to increase its turnover by 20 %. The growth partially derived from a successful roll-out of Pocketstället’s concept to several new stores, and partially from increased sales to Pocketstället’s existing customers.

”The increased level of sales to our existing customers proves that Pocketstället’s concept results in higher turnover for us as well as for our customers. The framework agreement with ICA strengthens Pocketstället’s position as Sweden’s leading supplier of paperback books to retail stores. Pocketstället now has agreements with all of Sweden’s major retail chains such as ICA, COOP, Axfood, Bergendahls, Netto, Pressbyrå and Seven Eleven”, says Tor Enander, CEO Pocketstället.

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About Pocketstället

Pocketstället was founded in 1998 to introduce the sale of paperback books in grocery stores.

Pocketstället’s business concept is to offer customers of established retail chains an attractive selection of quality paperback books, while also being the most service- and needs-oriented solution for individual retailers. Since 2008 Pocketstället is owned by private equity fund Scope Growth II and the founders Staffan Månsson and Johan Ramström. For additional information, visit www.pocketstallet.se.