

# Berlin Brands Group



CUSTOMER STORY

## UPSCALING THE DISTRIBUTION OF A BRAND INCUBATOR

### BERLIN BRANDS GROUP®

**Berlin Brands Group was founded in 2005. The company offers its customers a wide range of products: all categories of consumer electronics, home appliances, sports, with design and technology at the heart of its priorities for success. In 2011, Berlin Brands Group wanted to push the boundaries of the German market and started to internationalize its offers.**

As a brand incubator, Berlin Brands Group encompasses powerful and unique brands: Klarstein, Blumfeldt, Klarfit, Malone... Berlin Brands Group now incorporates 14 brands, offering more than 5000 products in its portfolio. In 2020, the company generated more than 300 million euros in net revenue and sold more than 10 million products.

In 2014, Berlin Brands Group was seeking greater online expansion internationally. It decided to further strengthen its presence and started a partnership with Neteven.



### Issues & Objectives

Already present on marketplaces in France via Amazon and eBay, Berlin Brands Group had identified the sales potential represented by the French market. The company knew that marketplaces were an avenue for growth: Berlin Brands Group's products were attractive and the company needed **more visibility, options, and channels to fully achieve its sales potential.**

Berlin Brands Group was specifically looking for a central bridge to these prospective new channels. Given the large number of marketplaces targeted and the specific needs of each, Berlin Brands Group needed the **advice of an expert integrator** to guide the brand's development: the main goal was to rapidly launch a **wide range of products in numerous new marketplaces.**

## Solution

Neteven has been instrumental in Berlin Brands Group's achievements. In 2014, Neteven quickly enabled deployment in 4 marketplaces: Cdiscount, FNAC, Rakuten, and Rue du Commerce. In the following years, Berlin Brands Group kept onboarding additional marketplaces.

Berlin Brands Group has benefited from the expert advice of dedicated project and account managers in order to expedite and control sales operations on the most relevant marketplaces for its international business, a solution that has turned the two companies' collaboration into a real success story, delivering fruitful outcomes.

## Results and perspectives

Since 2014, and through Neteven, Berlin Brands Group has seen a hundredfold increase in its GMV. As an example, the French market has grown to become the company's second largest market. A solid and feature-rich platform coupled with calculated strategic advice and dedicated support have proven crucial for a company that keeps growing year over year.

With Berlin Brands Group on the path to further expansion, the company plans on diversifying its product catalogue and reach, with Neteven at its side to support its future growth.

*"I have to mention the human component at Neteven. Anyone can offer a technical solution... Well, not "anyone". But here they know that human solutions are priceless"*

**Patrick Dequeiroz,**  
Country Manager France

## KEY FIGURES



**07**

years of  
collaboration  
with Neteven



**x100**

GMV since launch



**+10**

marketplaces  
integrated



**+50%**

growth YoY



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