



ROB ABRAHAMS

EUROPEAN COMMERCIAL & MERCHANDISING DIRECTOR

SPICERS EUROPE LTD.

BIOGRAPHY

Rob Abrahams has 17 years' experience within the purchasing and commercial field, plus vast experience in both distribution and wholesaling.

Since 2010, he has been the European Commercial and Merchandising Director at Spicers Europe. From 2000 to 2009, he held a number of management roles both at central/strategic and operational/divisional level at Bunzl Plc.

Rob lives in Buckinghamshire, and is married with two children.

ABSTRACT

SELLING PAPER AS AN OP DISTRIBUTOR: OPPORTUNITY OR CHALLENGE?

Spicers is Europe's largest distributor of office products. Active in eight countries in Europe, it is serving 15000 dealers with a full range of products and services. Spicers stocks up to 22.000 SKU in order to be able to offer "Everything for the office". Of course, paper is a key product used in offices. So it's important to help dealers to be successful in selling paper. So what is the optimum paper strategy? What is the best product portfolio and where should the product be sourced? Work closely with the mills or with the paper merchants, who are also a competitor? Rob Abrahams, European Commercial & Merchandising Director will share his vision on this key category for Spicers.