

Medimax and EP Combine Purchases

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ElectronicPartner and CE chain Medimax are combining buying activities, with a new purchasing structure aiming to increase efficiency and performance.

Heading the revised purchasing structure is board member Karl Trautmann, who describes the transformation as "an important step."

Former Medimax purchasing manager Olaf Heath will be responsible for Medimax distribution, while Michael Heller will lead ElectronicPartner sales. The two will report to ElectronicPartner CEO Jorg Ehmer.

"The restructuring combines our strengths in procurement and our expertise in marketing to clearly focus on our strategic brands," Ehmer says.

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