

Saturn Exits the Netherlands

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Media-Saturn Holding announces its two-brand strategy is not working in the Netherlands, and thus it will drop the Saturn brand from the Dutch market and rebrand all Saturn outlets to Media Markt.



"Considering this strategy, Saturn does not distinguish itself enough and the two-brand strategy is not enough of an added value for the customer," the retailer says. "We will have more focus, speed and power if we choose the largest and stronger consumer electronics brand and we can invest more in customer-focused innovations with the money this move saves."

Saturn stores in the Netherlands total around 30. All will be rebranded as Media Markt, and jobs will be cut.

Media Saturn also plans to add more Media Markt stores in the Netherlands with 5 large and 3 average-size outlets to open this year alone, including shop-in-shops at Bijenkorf locations in Amsteleen, Eindhoven and Rotterdam.

This is not the first time the retailer has made such a decision-- the Saturn brand has already been dropped in Belgium in the name of creating a single "everywhere, all the time" brand.

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