Written by Marco Attard
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ALSO acquires a majority stake in Swiss after-sales specialist Bachmann Mobile Kommunikation, a deal the distributor hopes will increase turnover generated by services from 3 to 6% through "inorganic and inorganic growth."

The distie bought a 30% stake in Bachmann back in 2014, starting a "fruitful relationship" in after-sales services. ALSO describes Bachmann as the leading Swiss provider of repair and logistics services in CE and mobile communications after-sales market. Major customers the company serves include s Swisscom, Sunrise, Salt and Schweizerische Post

“ALSO is pressing ahead with its expansion strategy,” ALSO CEO Gustavo Möller-Hergt says. “As a B2B marketplace, we intend to offer our customers end-to-end solutions and systematically enhance our high-margin range of products and services. Together with Bachmann, we have been able to offer genuine added value over the past two years thanks to our combined expertise and seamless processes. We have been hugely impressed with the quality and professionalism with which Bachmann operates. And so the inclusion of Bachmann in the ALSO Group and the internationalisation of know-how was a logical step for us.”

Post-acquisition Bachmann logistics services will be gradually integrated with the ALSO site in Emmen, even if Bachmann will retain its sales site and company HQ in Stans.

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