

King

of

B&S
Corporate
Profile

Reach

About B&S

B&S is a tech company in the consumer goods industry with a very strong global network. We bring parties in the value chain all over the world together that are in many ways difficult to connect.

With our digitised supply chain set-up, we serve brands, wholesalers and resellers end-to-end into places and channels where they desire strong establishment.

Our story can be traced back to a small local shipping company that had a big vision for the consumer goods industry. Determined to expand its growth potential, B&S scaled up and grew its product and service portfolio in a rapid pace. Because of our drive to reach beyond the ordinary, we became the global player we are today. A company that excels in making premium consumer goods available to everyone, anywhere.

6

main focus areas

All premium brands in consumer goods



>100

countries

Global presence on 5 continents

>2,000

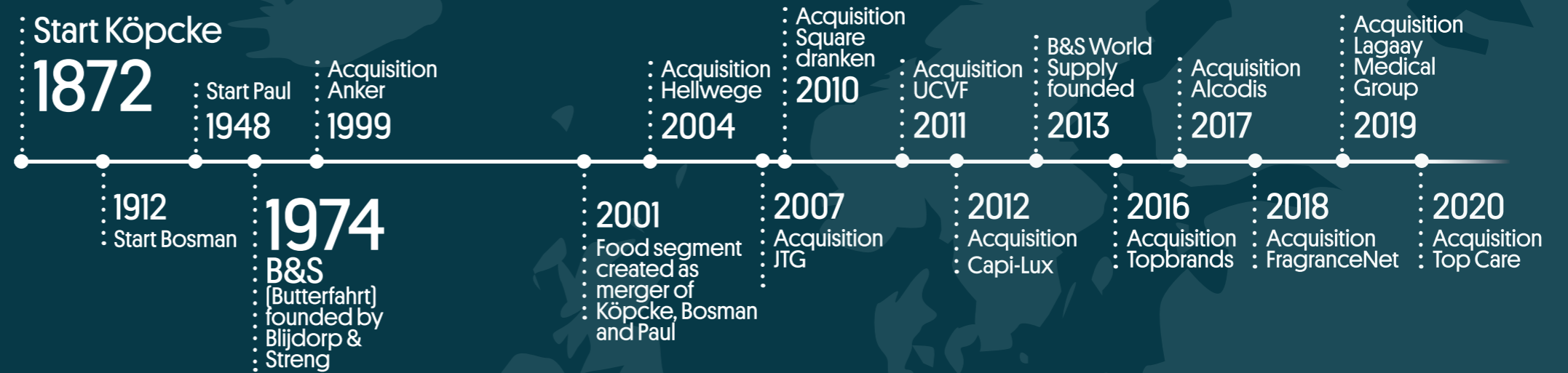
Employees

53 nationalities on 4 continents

We connect brands and people globally

How it all started

B&S was formed through the combination of key players in the consumer goods industry. We have consistently grown and expanded in our existing and adjacent markets and product categories, both geographically and along the value chain. With a focus on constantly expanding our network, we continue to grow and find product-market-channel combinations in which we can excel.



“
Dutch by heritage,
entrepreneurs by nature
”

Building the B&S brand for future generations



As a global company, B&S has the opportunity and responsibility to make a positive impact through its operations around the world. To this end, we set ambitious goals to reduce our environmental footprint and enhance the well-being of both our employees and the communities we serve.

We are integrating sustainability into our decision-making processes. We are working to achieve climate neutrality in our own operations, expanding our portfolio of sustainable brands and products, and being resource-conscious by reducing packaging materials and maximising waste recycling. Moreover, we are committed to creating a work environment that enables our employees to take ownership of their own potential, while fostering a safe and inclusive space for all.

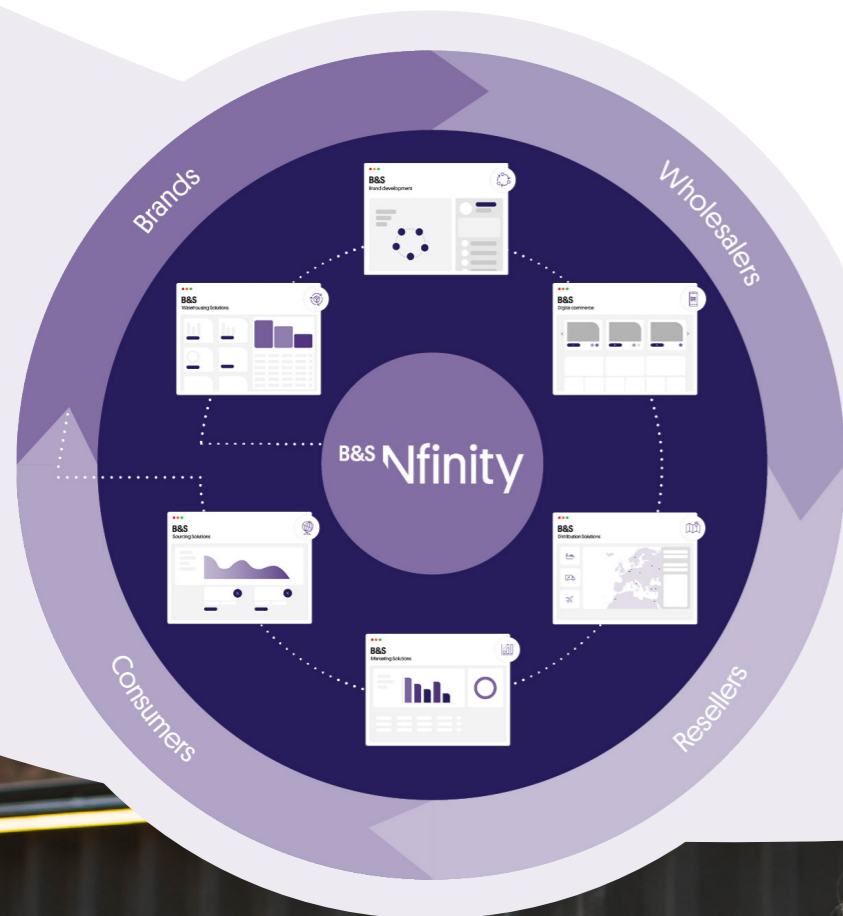
Reach with Impact

Our Sustainability Strategy 2030 reinforces our commitment to contribute to a more sustainable world. It serves as a roadmap for the next eight years, outlining the direction we are heading and the way to get there across three key priorities. By executing our strategy, we lay the foundation for long-term value creation, while delivering on our mission - to make premium consumer goods available to everyone, anywhere.



[Learn more](#)

The beating heart of your business



Over the years, we have built an extensive global network of suppliers, brand owners, service providers and customers. In parallel we have aligned the internal organisation by migrating companies to the same ERP system, lining up our logistics for e-com activities and building the fundament of an e-commerce platform.

As part of our strategic focus we keep expanding this technology backbone under the name “B&S Nfinity” where all parties in the value chain get connect-

ed and where they tap into the B&S ecosystem. B&S Nfinity is our technology backbone that is fully integrated with our ERP system and seamlessly pushes and retrieves order-data from one to a hundred thousand customers per minute. Through our B&S Nfinity backbone we offer suppliers and brand owners a direct link and connection to our global network of warehousing, distribution services and customers in our various business models – enabling them to serve wholesalers, resellers and consumers alike.

At the other end of our B&S Nfinity backbone we enable our diverse customer base to connect to our digital ordering platform for true digital purchasing experience.

Wholesale customers can order from our closed webshops with easy subscription to get started.

Resellers can use our e-fulfillment solutions through B&S Nfinity. In short, they sell the product to their consumer and B&S picks, packs and delivers to consumers’ doorstep.

B&S Nfinity also caters to our owned B2C business model, offering goods directly to consumers through our various webshops.

All data retrieved from B&S Nfinity will help us in further developing our business models, and strengthening our relationships with all customers in the value chain.



Expand your reach with B&S

Our reach

We provide unmatched reach in the field of consumer goods, connecting suppliers and consumers all over the world.

We use business acumen, smart logistics and IT to bring suppliers, logistics partners, wholesalers, retailers and consumers all over the world together.

We don't own a fleet; our ever-growing network is our vehicle; we optimise the value chain by efficiently linking parties that are in many ways difficult to connect.

Via our high-tech platform we provide easy access to premium consumer goods in every corner of the world.

By partnering up with the world's premium consumer brands in

- beauty,
- liquors,
- personal care,
- food,
- health, and
- consumer electronics

we can serve millions of consumers daily - either directly or through our wholesaler and reseller partners.

Powered by our high tech platform and arising from supply chain expertise, we provide sourcing, warehousing, distribution, digital commerce, marketing and brand development solutions that enhance choice, speed up delivery, drive conversion and increase reach.





Our focus areas in premium consumer goods

-
-
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-
-





We bring premium liquors to customers anywhere.



With B&S...

- Wholesalers, retailers, and hospitality chains optimise their offering with our long-tail assortment and flexible delivery options.
- Brands grow their reach and enter new markets while focusing on their core business.

Why choose B&S?

-  Onboard to the B&S Nfinity platform to make ordering even easier. Browse our assortment, access real-time stock availability and pricing information, and review detailed product specs.
-  Bring your brand to new heights. With feet on the ground across the world, we have the market proximity to tailor your strategy to local consumer behavior and preferences.
-  We offer the largest long-tail assortment and best conditions in the business, from optimal pricing and flexible delivery options to easy online ordering.
-  You can rely on our global presence and customs and regulatory expertise to ship your order to almost anywhere in the world. In the EU, we provide drop shipping directly to consumers through our webshops and reseller network.

Owned labels

We distribute premium liquors through various B&S-owned labels. Our labels operate autonomously throughout the EU to bring your customers the unique and high-quality liquor products they are looking for.



Liquors

We offer the largest long-tail assortment and best conditions in the business, from optimal pricing and flexible delivery options to easy online ordering. By partnering with liquor brands to build, market, and distribute their products, our assortment continues to grow.

Discover one of our B2C e-commerce platforms

Visit Topdrinks



We build, source,
and distribute
the best beauty
brands in the world.







Beauty

B&S works with the best beauty brands in the world to bring our customers the products they desire. Access our long-tail assortment of premium fragrances and cosmetics, high-end skincare, haircare, and beauty products. Or partner with B&S to grow your own brand.

With B&S...

- Brands increase their exposure and enter new markets effortlessly.
- Consumers order top-notch beauty brands globally through our owned e-commerce platforms.
- Wholesalers and resellers add premium products to their assortment and expand their reach into new areas

Why choose B&S?

-  Pick all the right products you like, we'll take care of all your warehousing and distribution challenges.
-  Rely on our global presence and customs and regulatory expertise to ship your order to any corner of the world. Even if it concerns drop shipment.
-  Increase your brand awareness, boost your conversion, and grow your business with our tailored brand and product marketing services.
-  With feet on the ground across the world, we have the market proximity to promote your brand in your target markets.

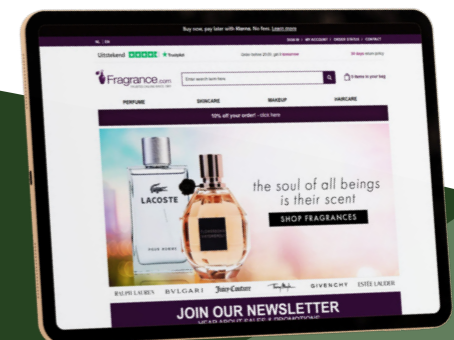
Owned labels

We distribute premium beauty brands through various B&S-owned labels. Our labels distribute products directly to consumers, wholesalers, and resellers worldwide through online and offline channels.



Discover our online
retailer **Fragrance.com**

Visit website



Your one-stop partner
for personal care,
cosmetics and
home essentials.



Personal care

Meet your customer's demand for high-quality personal and home care products. As a retailer, you have access to our large assortment of A-brands year-round at attractive prices thanks to our global partnerships and strategic agreements. Our licensing agreements with global brands, such as Disney and Mattel, allow you to offer unique products to your customers. Let B&S connect you to leading brands and your brand to our incredible network of customers.

With B&S...

- Wholesalers and resellers have reliable, year-round access to A-brands, private label products, and popular licensed products at attractive prices.
- Brand owners optimise their sell-through in carefully selected sales channels.

Why choose B&S?

- 📄 Replenish anytime and anywhere. Our high-capacity warehouses are set up to absorb and store large volumes of products until you're ready to receive them.
- 🔗 B&S is a trusted licensing partner for large global brands, including Mattel and Disney. We provide in-house product design and development services and partner with manufacturers to produce quality personal and homecare products.
- 📦 Access our broad assortment of A-brands, private label products, and popular licensed products year-round.
- 🔄 As your one-stop partner, we also provide product labelling and re-packaging services to get your orders ready for market.

Owned labels

We distribute our assortment of personal and homecare products through our B&S-owned label Topbrands. Topbrands operates from the Netherlands, Sweden, Germany, France, Spain, and Dubai and serves more than 5,000 customers worldwide.



By B&S

Bringing the best food and beverage brands to distinct markets globally.



With B&S...

- Wholesalers and resellers easily expand into distinctive markets to grow their business.
- Brands develop and strengthen their presence in high-potential and non-conventional markets.

Why choose B&S?

- 📊 Enjoy the freedom of demand driven ordering and access our broad assortment of A-brands at attractive prices.
- 🌐 Our global distribution network allows us to combine products and product categories into a single order, reducing and simplifying the costs of distribution.
- 📋 We meet the most stringent international standards and regulations, to make sure your goods are delivered easily and safely across the globe.

Owned labels

Through our labels, we digitise and optimise the supply of the best food and beverage brands to remote, maritime, domestic and duty-free markets.

kingofreach.com

By B&S



Food

We are experts in distributing food and beverages from the world's leading brands to non-conventional markets, including duty-free channels, government and defence sites, industrial caterers, and domestic supermarkets and retailers. Our sourcing, warehousing, and distribution solutions allow you to focus on your core business while growing your reach.

Explore our B2B marketplace

Visit webshop



Supplying quality medical supplies, pharmaceuticals, and vaccines around the globe.

With B&S...

- Healthcare professionals and providers have access to medical supplies in any volume or source shortage products to help provide essential medical care.
- Wholesalers and specialty markets have access to reliable stock, with the guarantee of a smooth flow of their orders across borders.

Why choose B&S?

- 🌐 We simplify the supply chain to deliver safe medical supplies to healthcare providers around the world
- 📄 Our global scale and network enable us to solve any sourcing challenge and supply shortage products quickly and safely.
- 🛡️ We exclusively work with trusted suppliers to meet the highest quality and safety standards
- 📦 We are well equipped to handle all your labelling needs to ensure the proper use of supplies and to comply with regulatory requirements.

Owned labels

We distribute our assortment of medical supplies through various B&S-owned labels. As members of the B&S family, our labels provide the best assortment and service in the business to meet your sourcing, warehousing, and distribution needs.



By B&S



By B&S



By B&S



Health

We offer solutions for all your medical sourcing, warehousing, and distribution challenges. From delivering carefully curated stock-up orders for the maritime and remote industries to supplying hospitals and pharmacies with medical equipment and medicines. We comply with strict international regulations, maintain close relationships with health authorities, and have the customs and supply chain expertise to reach nearly any location in the Europe and MEA region.

Creating inspiring shopping experiences with our total-solution retail concepts.



With B&S...

- Airports expand their retail offering with premium consumer electronics and an attractive shopping experience for travellers.
- Brands connect with highly international audiences with personal and interactive marketing activities.

Why choose B&S?

- ✿ We offer total solutions for airport retail, by creating an attractive and inspiring shopping environment, with powerful branding, frequent product launches, in-store activations, and exclusive gadgets tailored to your airport's audiences.
- ✈ We surprise travellers with a one-of-a-kind shopping experience.
- 🌐 Experience the ease of entering this exciting niche market by letting us manage the logistics.
- 📱 Our digitised concepts contribute to the interactive shopping experience and to customer satisfaction.

Owned labels

We distribute our assortment of consumer electronics products through our B&S-owned label Capi. With more than 30 consumer electronic stores in 12 airports we are globally represented. In contrast to other electronic retailers, we are specialized in the duty free and travel market of international and national airports, cruise liners and ferries & military and borders shops.



Consumer electronics

Upgrade your airport shopping environment with B&S. Our Capi consumer electronics retail stores feature attractive design, innovative and exclusive product ranges, and frequent product launches to create inspiring experiences for travellers. Our total-solution retail concepts increase traveller satisfaction while boosting airport retail performance.



By B&S





Reimagine your
business growth
with our solutions



Digital commerce

Unlock your e-com potential with our digital expertise



The B&S Nfinity platform brings together the best that B&S has to offer and delivers it in one seamless digital experience. We connect brands to our global network of customers and we connect our customers with the best brands. The complicated stuff in the middle? We handle that too. With B&S Nfinity platform;

- Brands reach millions of consumers worldwide
- Wholesalers expand and differentiate their assortments
- Resellers optimise their operations



B&S X Alibaba

Target, market, and sell to customers worldwide with our digital commerce solutions.

[Discover story](#)

For brands

- Onboard your brand to our B2B platform
- Connect with international resellers in our network
- Become a partner and sell on our owned B2C platforms
- Utilize our brand development service to grow online

For wholesalers

- Get access to our full brand portfolio via our B2B platform
- Enjoy customer support at all stages of the order process
- Mix and match in a single order and (re)order in one simple click

For resellers

- Tap into our long-tail assortment of premium brands in six categories
- Take your business online with our technical solutions to build your webshop
- Use our e-fulfilment solutions and international network of distribution centres and service providers to deliver your products to consumers anywhere and in record time
- Use our dashboards to identify audiences and convert them into customers
- Enrich your BI with our proprietary business analytics.

Marketing

Powerful digital and in-store campaigns to boost your sales



B&S helps you plan and execute powerful B2C and B2B marketing campaigns to grow your business. Connect directly with consumers or with decision-makers in your business using our hypertargeting capabilities and deep knowledge of local markets. Grow your exposure through in-store promotions and activations in high-traffic locations. And launch professional and beautifully designed brand and product marketing campaigns to boost your sales. All while keeping track of your ROI.



B&S X Roos & Roos

Reach out to your customers directly, digitally, effectively.

[Discover story](#)



Hypertargeting

Experience the power of big data and gain insight into your most profitable potential customers. B&S partners with Social Database to target your marketing campaigns with optimal precision. We use #Superaudiences to generate highly relevant audiences, from consumers to B2B decision-makers, and to deliver highly personalised marketing messages. #Superaudiences are designed to match your campaign goals and to convert leads into customers.



Campaign development

Launch professionally designed campaigns that match your brand identity. We offer in-house creative services for all your marketing efforts. From digital ads to in-store promotional materials. Our marketing experts will work with you to determine the campaign strategy and our design team will deliver campaign concepts for your review. Once you're fully satisfied, simply approve the creative to launch your campaign. We'll do the rest.



Performance tracking & reporting

Carefully track the performance of your campaigns in your personalised dashboard, tailored to your brand and product marketing KPIs. Our dedicated teams will continuously monitor the results and optimise your marketing activities. We conduct regular check-ins to evaluate the performance of each campaign, share recommendations, and fine-tune your campaign strategy for even better results.



Distribution

Your distribution partner for any challenge

Partner with B&S for a carefree experience and smooth delivery across borders. We offer:

- E-fulfilment and dropshipping
- Simplified and secure customs procedures
- Order consolidation
- Global hubs with local service
- Transport and service partner network
- Sophisticated high-capacity warehousing



Fast

Optimise your lead times with our advanced technologies and data intelligence. We connect each step in the distribution process to enable smooth and fast delivery from beginning to end.

Global

Access any market, from conventional to extremely complex. We specialise in markets that are geographically remote, high risk, and highly regulated, and markets characterised by rapidly changing consumer demands, such as e-commerce.

Flexible

Find the perfect solution for your business. We can manage orders of any size, from full container loads to small dropship packages. In addition, we make it possible to mix and match brands and even combine entire product categories.

Trustworthy

We have extensive customs knowledge and regulatory expertise, backed up by comprehensive licenses and certificates, to ship orders across borders. Our transportation and service partners are carefully screened and comply with strict (inter)national and local requirements and regulations.

B&S X Perrier

We go the extra mile to expand your reach and grow your business.

[Discover story](#)

Brand development

Expand your brand into new markets with us



We tailor your brand development activities to your business strategy. Our expertise includes:

- Omni-channel marketing
- Selective distribution
- Product design and development
- Brand representation
- Business analytics
- Licensing
- Tailored marketing campaigns



Expand your brand presence in specialty retail. We offer exciting opportunities in non-conventional outlets around the world, from travel retail outlets to on-base military shops.



Benefit from our market proximity and customer know-how to tailor your offering to your target audiences and local consumer behaviour.



Build a strong foundation to launch a new brand or to expand into new product categories. We tailor our product design, development, marketing, and distribution services to your target customer and target markets.



Connect with our global network of physical wholesalers, retailers, and resellers through our online B2B platform. Or onboard to our owned B2C e-commerce platforms to enter new territory and expand your brand's presence in emerging markets and selective channels.



Simplify your distribution and improve your time to market. Our global sales satellites and partnerships will apply their deep knowledge of local markets to optimise your distribution processes.



Optimise your price proposition for each market and maximise your sell-through rate. We leverage our global network to advise you on the right sales strategy to meet your business objectives.

B&S X BALR.

You've got the brand, we've got the reach. Let us take you places.

[Discover story](#)

Warehousing

Unburden your business with our warehousing solutions

B&S provides tailored warehousing solutions for businesses of any size, in all markets, and in a wide range of consumer goods categories. Let us take care of your inventory until you are ready to replenish. Our strategically placed warehouses, automated processes, and bonded storage facilities help you save time and money. And we can get your orders ready for any market. Trust on B&S to handle your order consolidation, packing, and labelling to meet end-market requirements.



Embrace easy and cost-effective logistics solutions.

Wholesalers and resellers save time and money

Speed up your operations and stop overspending. B&S operates numerous warehouses on four continents, all strategically placed near ports and mobility hubs to move inventory quickly and cost-effectively. Our automated and robotised processes, from storing and picking to retrieval, further speed up the process while handling your inventory with great care. Our extensive customs and regulatory expertise guarantee a smooth flow of goods across borders. And thanks to our bonded storage facilities, you only pay duties on goods under bond are only paid in the end-market.

- Tailored warehousing services
- High-capacity storage
- Consolidated and mixed-load shipments
- Access to ports and mobility hubs
- Bonded storage
- Just-in-time delivery

Brands and resellers prepare their goods for any market

Let us pack and repack your goods and take care of all labelling and relabelling to comply with end-market requirements. We have the resources and know-how to prepare your goods for any market. We also do the fun stuff. Let us prepare the perfect gift set out of individual items, gift-wrap your orders, and pack your e-com orders in your branded packaging.

- Gift sets and gift-wrapping for reseller and consumer orders
- Packing and repacking of goods
- Labelling and relabelling

Sourcing

Top-notch products that meet customer expectations



Get access to quality brands year-round and handle fluctuations in demand with ease. Connect to our IT backbone to leave your inventory management to us. Or assemble your order 24/7 through our B2B platform. Sourcing the best products for your e-commerce business is easy too. With B&S Nfinity, we'll connect your webshop to our long-tail assortment to deliver products directly to the consumer.

- Intelligent sourcing mechanism for optimal prices
- Global sourcing network
- Demand driven ordering
- Long-tail offerings for e-comm



Grow your business and start optimising your assortment.

All-round sourcing solutions to bring the best products to customers anywhere.

- Access our extensive assortment of premium brands and products across various consumer goods categories, including beauty, liquor, food, personal care, health, and consumer electronics.
- We offer a reliable assortment of in-stock products. Your high-runners are always in stock. And we supply quality A-brands year-round.
- Connect your webshop to our long-tail assortment to offer your customers unique and high-demand products directly from our stock. Orders ship quickly and efficiently from our distribution centres to your customers.
- With demand-driven ordering, you enjoy ultimate flexibility while staying well-stocked at all times. Mix and match brands, order products in any quantity, and replenish when you're ready.
- Grow your margins with B&S. We have the scale, buying power, and intelligent sourcing mechanisms to get the best pricing in the market.

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[Visit website](#)

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