

# INTERACTION

## PRESS RELEASE

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### Best year ever for Q-CONNECT

INTERACTION is reporting a year on year growth of 8% for its pan-European private label brand Q-CONNECT in 2012. An overall turnover was reached of 134 million EUR, which is the best result in the 14 years' history of the brand.

A big contributor to the growth has been the Vasanta group, whose wholesale division, VOW, has been recognized by the industry with the European wholesaler of the year award at last month's EOPA event. But even in the challenging Mediterranean zone, our members in Greece, Italy and Spain have managed to grow with the brand.

Jan Van Belleghem is confident about 2013, given a good start in most of the countries and the fact that recently Q-CONNECT has been introduced onto the Polish market by the PBS-Holding subsidiary PBS Connect Polska.

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