

Press release

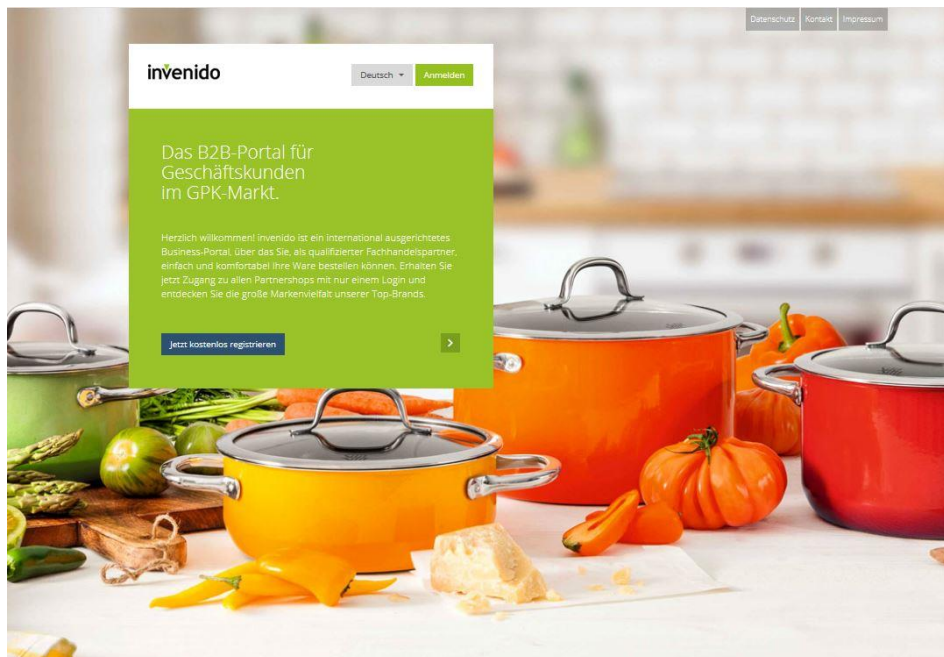
July 2021

Merger of digital marketplaces: invenido to merge with Nextrade in 2021

Nicolaus Gedat
Tel. +49 211 60095-95
nig@nextrade.market
www.nextrade.market

The invenido order portal will be available to retailers from October 1, 2021 on Nextrade, the digital marketplace of nmedia GmbH. WMF GmbH and Leonardo (Home area) have already switched their presence online on Nextrade. All dealers on invenido receive automatic access to Nextrade.

Invenido will be merged with Nextrade, the B2B platform for Home & Living, on October 1, 2021. As a result of the merger, invenido retailers can order products from over 400 international top brands - centrally, with one login, independent of time and place and at individual conditions. "We made digital services available to our trading partners over 20 years ago. But now is the right time to take the next step with Nextrade ", says Michael Kasper, Vice President Wholesale of the WMF GmbH.



invenido GmbH
Eberhardstraße 17-47
73309 Geislingen/Steige

"With the partners of invenido, Messe Frankfurt, EK/servicegroup, and nmedia, we are creating a total solution for our industry," says Nicolaus Gedat, managing director of nmedia GmbH and invenido GmbH. "In this way, we put our trading partners in an even better position to advance their business with an extended shop counter, availability, drop shipping, and many brands." For stationary retailers, Nextrade serves as an extended counter when talking to customers. In the case of inquiries in the store about color variations or product availability, retailers can check in real time which products are available at what time and notify the customer immediately. With the merger, Nextrade, as a central digital order and data platform, will become more than ever the first point of contact for the specialized trade.

Traders on invenido will receive automatic access to Nextrade with the merger in advance in September 2021. All functions available on invenido will be available on Nextrade. The transition of the invenido user to Nextrade takes place seamlessly.

The digital marketplace Nextrade

The new digital order and data management system Nextrade for Suppliers and retailers in the consumer goods industry extend the fair and allows orders to be placed at any time of day or night, 365 days a year: www.nextrade.market