



## Art & Hobby and Zieler – 2 Brands Very Much Aligned



*With over 20 shops and a strong online presence, Art & Hobby is one of the foremost retailers in Ireland for a comprehensive range of both art & craft materials as well as a lead stockist of educational toys & games.*

At Art & Hobby we are always looking to meet the needs of our customers. In fact, one of the key reasons behind the founding of our business in 1991 was to create a friendly, creative environment for those who were looking to get started with art. We wished to be the place that brought the ability to create with art materials to everyone from novice to expert.

So when we learned about Zieler and were given the opportunity of potentially representing the brand in Ireland we saw it as a natural fit.

**The view of our loyal artistic customers reinforced the positive feedback** which Zieler's own artists provided when testing the products.

We listed the majority of the Zieler range simply knowing that our customers couldn't buy these products from anywhere else in Ireland. We were supported with product giveaways for social media competitions and this, together with our other marketing campaigns, helped create awareness very quickly.

**We've been delighted with sales performance across the board.** The art sets have proved especially popular for gifting. Equally impressive has been the high level of service we receive - nothing is ever too much trouble. For example, we were unsure of what was entailed in getting

our goods across the border immediately after Brexit. Zieler took the time to work this out and put everything in place for a swift delivery.

**Zieler's experience in retailing shows in its thinking and its products.** There is a genuine understanding of the challenge that some retailers face when stock is being supplied to so many of us in one market.

Kiren and Raj's understanding of quality, packaging and customer price-points for Zieler's products is impressive. The combination of these three essentials meets perfectly with the needs of our loyal customers.

The passion for new ideas and product improvements is always evident and makes us believe that our sales with Zieler will go from strength to strength. Further, with our shared experiences and **Zieler's own unique business model**, there is a real sense of community between two long-established family businesses.

**Richéal**  
Group Sales Manager  
Art & Hobby



# How Paleta Art has Built the Zieler Brand Across Poland



*Distributor Paleta Art has been operating since 1995 and is one of the first companies in Poland to distribute art supplies.*

A few years ago we were let down by a key supplier leaving us short of supplies for hobbyist artists. This presented us with a challenge as it was an area we wished to expand in due to it being the quickest growing market in Poland.

Luckily, we managed to find Zieler whose products were a perfect match for our requirements. In the space of only a few years, Zieler has become a very important brand for us. Our relationship works very well both ways. On the one hand, we are trusted to grow the brand in Poland; on the other hand, we are well-supported and given every opportunity to make the brand our own in our territory.

It is reassuring to know that **any enquiries to become a Zieler stockist in Poland are always directed to us.** The mutual understanding between Paleta and Zieler has provided a big incentive for us to increase brand awareness and grow sales as quickly as possible. This has been achieved in a number of different ways.

We use direct selling with our remote sales team who show the Zieler products to our customers so they can see, feel and try them rather than only looking at pictures in a catalogue or on a screen.

Zieler features heavily in our social media campaigns across Facebook, Instagram and YouTube. Our posts can range from the launch of a new product through to running a competition.

Our work with 'Influencers' giving a video review of Zieler products has also proved to be effective and something we often link back to our website.

Our digital marketing work has really helped prospective customers to become familiar with Zieler products and for our existing customers to be kept up-to-date with what's happening with the brand.

**It's great to know that Zieler will support us wherever possible.** For instance, when we celebrated our 25th trading anniversary recently and wanted to thank our long-standing customers with some promotions. Zieler prepared a range of special art sets for the occasion. Our customers were delighted and the sales of the sets were strong.

Working with Zieler is always a pleasure - we view the future with great excitement.



**Joanna Sadowska (Owner)**  
& the Paleta Art Team



# How Van Beek is Working with Zieler to Grow its Art Supplies Business

*Van Beek Art Supplies started in 1895 with 1 shop in Amsterdam. Today, they have grown into a much larger family business with 8 shops and various web shops.*

My team and I came to Creative World, Frankfurt in search of a supplier to help us enter the market for products for art beginners and intermediates. We were seeking something that we could call our own so that direct comparisons against competitors' products would be harder to make. In Zieler, **we came back from Frankfurt not with a supplier, but a Partner.**

Having been attracted to Zieler's product design and innovation, it remained for our artists to test the performance of their products; they were suitably impressed and so we began work on quickly rolling out the range to our physical and online stores. Having ensured that all of our sales team were fully behind the brand, we regularly featured Zieler in our newsletters and email campaigns.

Feedback from customers has been excellent and the products have sold very well. All of our marketing efforts are extremely worthwhile knowing that we do not have to worry about others in our territory stocking Zieler. This gives us a **clear point of difference** against our competitors.

Zieler has quickly become an important part of our established portfolio of brands. This is testimony to the commitment of both businesses to making the Partnership work.

At Van Beek we always try to be at least one step ahead of our local competition. Recently, we have heavily invested in systems. It is these tools that will fuel further growth opportunities with Zieler - not only through Van Beek outlets, but also established 3rd party operators like Bol.com.

Regularly discussing products and general ideas with Kiren and Raj is always exciting. **Dealing with the owners means we can make decisions easily and execute them quickly.** This has helped grow the brand in a short space of time in the Netherlands and Belgium with plenty of more opportunities for future growth.



**Eric Nip**  
Owner  
Van Beek