

DELTA PLUS HELLAS

20 YEARS OF JOURNEY TO SAFETY

It was the beginning of 2001, when I first met Jacques Benoit in Athens, along with Fx Padrixe, who had come to look for a future partner in the market of Greece and then Cyprus.

I remember like now that day! Jacques Benoit, having heard what I told him about the characteristics of the Greek market (I was running our boots industry at that time), begun with his unique way explaining to me his vision, what Delta Plus Group really means and what movements and actions a future subsidiary should make in Greece.

I was impressed!!!

Following the end of this first meeting with him, he told me that he had decided to cooperate with me and told Fx to cancel any other appointments he had!

We shook hands!

And that was it. Essentially the journey had started!

We set up the company together with Fx Padrixe (even with all the bureaucratic difficulties of that time), who remained with us the first year and helped us a lot to get into the spirit of the Group.

The team was small but flexible (as always), one assistant and Diamantis Diamantidis who I had with me at the boots factory, in the sales department, including FX and Myself.

The journey at first had its difficulties, but it was nice, as it is today, besides all journeys have their storms and their calm seas.

Until then, in the Greek market local companies and no name products were dominating, cheap with low quality merchandise.

Finally the first invoice was issued in July 2001!

I dare to say that Delta Plus changed the philosophy of the Greek and Cypriot market! Offering full range from all product families, with very good design, packaging, complete and very innovative list of products and mainly good relationship between price and quality. Our fixed doctrine is the permanent and everlasting promotion of the brand, the geographical coverage, the sales in every possible professional category, the many visits at the points of sale and of course the friendly and close relationship with the client.

Today Delta Plus Hellas has over 3 000 registered customers, in Greece and Cyprus, covering up to the last island or village and has also presence in Albania, Bulgaria and Malta.

In addition, today, Delta Plus Hellas is in the first positions of the market in terms of sales, holding a very important share in the market of the PPE and has also the biggest recognition as a PPE selling company.

I feel really grateful and thankful with the Benoit Family, who honored us and gave us this opportunity, the Group for its support, our wonderful bonded together little team that works all together with remarkable consistency and dedication to their goals and vision and of course our thousands of customers who their preference to our products and brand gave us the 20 Years of Journey to Safety.

Georges Zervakakos