

ACDOCOSA board welcomes UK retail expert Jeremy Bird

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Retail specialist joins leading shopper-centric distributor and brand custodian company to give the company a leading advantage in the growing African sector



Leading shopper-centric distributor and brand custodian company, ACDOCOSA South Africa ("ACDOCOSA"), has announced the appointment of a retail expert, Jeremy Bird, to its board and the board of its holding company, Astley Dye & Chemical Co. Ltd in the United Kingdom.

Bird has an incredibly impressive CV. He began his career with retail giant ASDA before moving onto leading home improvement retail chain, Wickes (owned by Travis Perkins plc.). As Managing Director at Wickes, Bird helped lead the company to grow its revenue to £1 billion with £60 million profit, and 7,000 employees achieving six consecutive years of market share growth, totalling 50% from 2006 to 2012. Thereafter Bird became chairman of the Travis Perkins plc. Consumer Division, Executive Chairman of Wickes (226 stores), Executive Chairman of Tile Giant (105 stores), Director of Toolstation (128 stores), Non-executive Chairman of The Mosaic Tile Company (tile importer and wholesaler) and a member of the Travis Perkins plc executive committee.

Bird says, "I'm looking forward to this opportunity with Astley Dye and ACDOCOSA and excited about the prospect of moving from retail to the manufacturing and distribution side. I've recently relocated to Cape Town, South Africa, and with the ongoing formalisation of the African retail market and the evolution of the South African retail sector, I hope to complement and guide the teams based on my experience in Europe and developing markets."

Brandon Pilling, Chairman of ACDOCOSA's holding company in the UK, Astley Dye & Chemical, says: "As a global manufacturing and distribution business we clearly rely on retailers worldwide. Jeremy will undoubtedly bring unique insights from 'across the table', whilst also bringing many years of management skills and strategic thought process practised at the highest levels. As such, we look forward to a long and successful relationship with him."

About ACDOCOSA

With over two decades heritage in South Africa, ACDOCOSA, a subsidiary of Astley Dye & Chemical Co. Ltd (UK), is Africa's first shopper-centric brand custodian and distributor, led by a dynamic team of shopper and channel marketers who are passionate about aligning the right brands with the right shoppers in the right channels, at the right time.

The team's combined knowledge and expertise have culminated in our ability to offer a true holistic solution which includes end-to-end logistics, warehousing, strategic planning, retail customer management, category development, shopper marketing, sales and merchandising. All of the above are supported by best-in-class reporting, tracking, analytics and bespoke information technology platforms.

With a strong heritage in health and beauty, the team have consistently delivered record value growth and doubled ROI, driving unparalleled value for brands, shoppers and retailers.

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ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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