



April 2023

## **CIH CELEBRATES 60 YEARS OF SERVING THE INDEPENDENT ELECTRICAL RETAILER WITH A NEW LOOK**

*Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, is celebrating a significant milestone this year as it reaches its 60<sup>th</sup> anniversary. To mark the anniversary, CIH has refreshed its brand identity to reflect the evolving world of electrical retailing.*

CIH formed from a need to create a national buying group to support local independent retailers and allow them to compete with the fast-developing buying power of multiple retailers. The first meeting of CIH Ltd was held on 1st May 1963, when the 'Memorandum of Association' was signed, and the Certificate of Incorporation was issued on 16th July 1963.

CIH has evolved over the years and is now supported by 11 groups looking after the interests of 453 Members with 642 stores across the country. In 1996 CIH adopted the Euronics brand, with the majority of members signing up immediately to use the brand and to unify in their fight against the multiples. The brand is now stronger than ever throughout Europe and continues to grow and develop as an 'Independent' brand.

"60 years is a huge milestone," comments Paul Tyler, CEO of CIH. "CIH has gone from strength to strength over the last six decades, providing invaluable support to its members and agents, ensuring they can compete with the multi-nationals. Euronics is a name people recognise and allows our members to use that brand equity as well as their own family heritage and reputation within their communities to attract customers. They can be efficient and competitive but stay true to their core values. Members and Agents are exceptional at what they do, and we are here to support them with central distribution of products as well as all of the back office and marketing support."

CIH Chairman, Steve Scogings, says, “Our agents are family businesses based in the local community and that is our power. Stores have unrivalled knowledge about the products they sell and are hugely successful. This year is about recognising their success as well as CIH’s and we will be holding a member conference in Dubrovnik this September to ensure we all come together and celebrate.

“We have also taken the anniversary as a moment to refresh our corporate identity to ensure we stay relevant here are now as well as in the future.”

The CIH membership figures are impressive. Over 127 agents have been part of the group for over 25 years and 154 have been members for over 20 years. There are a number of members who have been trading for over or almost a century. The oldest store is Hatcher & Sons Ltd who can trace their origins back to 1775 as a drapery store. The members run truly family orientated businesses with 87 of them having multigenerational owners and employees.

### **The future is bright**

CIH is continuing to develop its offering for its Members, Agents and customers. The new Euronics marketplace e-commerce platform is a powerful tool to extend reach and connect with more customers. Plus, thanks to the postcode feature, the customer will always see offers from their closest store first. Even when they spend online, that are still spending on their high street. Each member can also have a dedicated microsite for their business. It is all about making the customer journey as easy as possible and ensure convenience is at the heart of what we achieve together.

Paul continues, “I firmly believe that all independent retailers should be part of a buying group. Having central support is a vital way of staying competitive and ensuring independent retailers remain on our high streets. At our head office in Andover, we are not-for-profit membership with any money generated being reinvested into the members and the high street. This investment is vital, especially with the potential threat of manufacturers selling direct. By working together, we become stronger and this is why our annual Showcase event in April is going to be a fantastic opportunity for our agents to speak directly to members of the CIH team as well as our supplier brands.”

For information about being part of CIH & Euronics in the UK and Ireland email: [membership@cihgroup.com](mailto:membership@cihgroup.com).

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**About CIH**

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €21.5billion. With around 450 members and approximately 650 stores across the UK, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or internet. More information at [www.euronics.co.uk](http://www.euronics.co.uk).

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