



Case Study B&S

B&S International B.V.

Founded: 1872

Headquarters: Mensdorf, Grand-Duchy of Luxembourg

Industry: Fast Moving Consumer Goods

Revenue: 1533 million EUR (2018)

Employees: > over 2,000 (1,130 FTE)

Partner:



The company

B&S is a leading international trading and wholesale company based in the Netherlands, delivering over 40,000 products (FMCG) in food and beverage, electronics, luxury goods and more segments to over 100 countries worldwide.

The challenge

With a large variety of products and customer types, B&S operated web shops for a series of brands, mostly outdated and not popular with customers and internal B&S teams. To take their omnichannel commerce to the next level, B&S planned for a new start.

The solution

B&S replaced the juxtaposition of brand platforms with a new digital commerce ecosystem combining the strengths of commercetools' headless platform and Bloomreach's digital experience platform and laying the foundation for sustainable omnichannel success.

The result

With a new digital ecosystem, B&S has not only built the foundation for sustainable growth in sales, but has also led internal business units to digitize their business.