



Duty free and travel retailer Gebr. Heinemann has named beauty player Euroitalia - which handles Moschino and Versace fragrances - as its Supplier of the Year 2014 in the perfumes and cosmetics category. La Prairie was in second place and Procter & Gamble third.

The Hamburg-based global operator has been rating its beauty suppliers using set criteria since 2007. The company says: "Good sales figures are not the critical factor in achieving a high score; the quality of the working relationship is what counts."

All suppliers are rated and given the breakdown of their results when the scores have been worked out. "For many years Euroitalia has put together well-versed teams that know exactly how to adapt to the needs and requirements of Gebr. Heinemann," explains Inken Callsen, Gebr. Heinemann's Head of Purchasing (Perfumes/Cosmetics, Accessories/Fashion) *fifth from left in the picture.*

This year, Euroitalia's speed of response and capacity for innovation were rated excellent according to Heinemann. Callsen adds: "Euroitalia and its founders perform outstandingly in terms of operational collaboration and logistics."

Heinemann has worked with Euroitalia as a retailer and distributor for 25 years.