

## **EUROPROMOTION BECOMES IMPACT SALES & MARKETING BELUX**

From 1 July, Europromotion is changing its name to become the Belgian counterpart of Impact Sales & Marketing, France's market leader in Field Marketing. By combining its 30 years of experience with the potential offered by the prominence of an international group, the company will be able to provide its partners with even more innovative solutions and expanded expertise.

For over 30 years, Europromotion's mission has been to support its partners in delivering highly effective sales and marketing plans, through a range of flexible services tailored to their needs. Merchandising, sales force, brand activation, audits & mystery shopping: full-spectrum Field Marketing expertise supported by a constantly evolving technology strategy.

### **Two names, one objective**

In 2018, Europromotion became the Belgian partner of Impact Sales & Marketing France. On the strength of this successful partnership, the company is proud to announce that it is now becoming Impact Sales & Marketing Belux.

With this new name, Europromotion will take its partners to the next level.

By becoming an integral part of the Impact Field Marketing Group (IFMG), and as a member of the European Field Marketing Partners (EFMP) network for several years now, the company will be able to bring its partners international skills and expertise.

### **A strategy focused on Field Excellence, Technological innovation & Business Intelligence**

Data management, e-learning, e-recruitment, CRM: at Europromotion, we develop the most innovative technologies for our partners. Impact Sales & Marketing will broaden the range of possibilities and keep us at the forefront of business intelligence.

The skills and values that have contributed to our partners' success over time will be preserved, but now their scope will be wider, for greater impact. By expanding the range of skills, sharing resources and adopting an international vision, we can support partners in achieving their ambitions in Belgium and beyond.

### **New corporate identity**

This name change will be accompanied by a new corporate identity and new website, which can be accessed from 1 July: [impactsalesmarketing.be](http://impactsalesmarketing.be).

A six-month transition period is planned, during which visitors will still have access to our current website and will be automatically redirected to the new platform.

**Impact Sales & Marketing Belux**

[www.impactsalesmarketing.be](http://www.impactsalesmarketing.be) | [hello@impactsalesmarketing.be](mailto:hello@impactsalesmarketing.be)

Koralenhoeve 6 - 2160 Wommelgem Belgium | Tel: +32 (0)3 354 0808 | Fax: +32 (0)3 354 09 09