

# A Unique Union: Flummox joins forces with Diethelm Keller Group to redefine ecommerce

Flummox and the Diethelm Keller Group forge a pioneering alliance, merging digital expertise with established market presence to transform the online retail sector.

---

In the dynamic world of e-commerce, where the race to identify and scale high-potential online-native brands is increasingly competitive, a groundbreaking partnership is set to redefine the landscape. *Flummox*, an online brand accelerator celebrated for its unique focus on micro-brands, has joined forces with the Swiss-based *Diethelm Keller Group*, a global titan in the trading and household brand business.

This strategic alliance, a first of its kind in the brand acceleration and aggregation space, signals a transformative shift in the traditional business model. It's a fusion of Flummox's digital prowess with Diethelm Keller Group's established market presence in the consumer sector, poised to unlock new potentials and chart a course for long-term growth and success in the household consumer brand sector.

## Pioneering Peers

Flummox, known for its unique focus on acquiring and scaling online micro-brands, has reached an agreement for a significant minority stake with

Diethelm Keller Group. This strategic partnership marks a new chapter in Flummox's journey, setting its sights on loftier goals and ambitions. The partnership is seen as a critical step in establishing Flummox as a leading player in the online brand acquisition and distribution sector.

Founded in 2021, Flummox is an online brand and distribution company with a growing portfolio of microbrands in the fast-moving consumer goods space, experiencing significant growth internationally via online marketplaces such as Amazon through its technology-driven and streamlined operations platform.

*"We are a pan European company, so we have offices here in the UK and in Switzerland. We have quite a remote culture, but London remains our core office. Business-wise, Flummox is trading in Europe and Amazon mainly, and a little bit in the US." says Olmo Tancredi Cassano, Co-Founder of Flummox.*

This partnership represents a first of its kind in the brand acceleration and aggregation space, signaling a shift in the traditional business model. It underscores a transformative approach to acquiring and scaling brands online, blending Flummox's digital prowess with Diethelm Keller Group's established market presence in the consumer sector.

## Widening the field of possibilities

*"This collaboration is more than a strategic alignment; it's a fusion of strengths that will redefine the way we approach the market, especially under the current economic landscape.*

*Together, we are poised to unlock new potentials and chart a course for long-term growth and success in the household consumer brand sector.” says Angelo Van Tol, Group CEO of Diethelm Keller.*

The alliance positions Flummox not only to continue identifying high-potential online-native brands, particularly in the household, kitchen, DIY, and garden sectors, but now also to leverage the combined expertise in R&D, supply chain, marketing, and distribution. As we navigate the challenges of the current market, this partnership serves as a beacon of innovation and resilience, promising a brighter future for the online brand aggregation industry.

*“To date, we’ve been focused on a very small focus strategy and with the brand and distribution competence of our partner, we are now in a position to go beyond that territorial and channel focus. This enables us to focus on building out the access to multiple online channels, online marketplaces, eventually beyond Europe.” says Marc Marshing, Co-Founder of Flummox.*