

ACDOCOSA appointed exclusive distributor for Alpecin and Plantur

Specialist consumer packaged goods brand-custodian distributor, ACDOCOSA South Africa ("[ACDOCOSA](#)"), has been appointed as exclusive southern African distributor by Dr. Wolff, a German research-based consumer health company, for its [Alpecin](#) and [Plantur](#) haircare products.

Issued by [ACDOCOSA](#) 6 Jul 2016



[ACDOCOSA Ltd](#) in the UK is the exclusive distributor servicing the likes of Tesco, ASDA and Boots and opened the door for South African operation to pitch for the business. ACDOCOSA's Managing Director and Chief Shopper Officer, Jason Frichol, stated that a contributing factor to the appointment was that as a specialist, ACDOCOSA is one of the few companies in its vertical that still owns, manages and continues to invest in its own fleet, warehouses and in store execution programmes.

This gives niche brands a competitive advantage versus simply outsourcing to a major third-tier logistics provider where these brands don't necessarily get the service levels and focus. The surgical focus and ownership of the logistics and execution layer is delivering accelerated growth beyond Dr. Wolff's expectations.

[Alpecin](#) is Germany's number one male haircare brand against hair loss* for men. The range offers effective products for healthy hair and vigorous hair growth to help prevent thinning hair and male hair loss*. The Dr. Wolff laboratories developed the [Plantur39](#) range of shampoos, tonics and conditioners based on a phyto-caffeine complex which helps to prevent hair loss* (*without a result of a medical condition) in women after the age of forty. It contains caffeine, zinc and niacin as well as an energising ingredient combination from phytoflavones.

Sarah Edwards, Head of Principal Management & Market Development for [ACDOCOSA](#), says, "The appointment is yet another example of the specialist focus and innovation we bring to the categories we serve. Alpecin, Plantur21 and Plantur add to ACDOCOSA's strong armoury of niche haircare brands including the UK's number one dry shampoo brand, [Batiste](#) along with a very exciting new launch to be announced shortly, another specialist haircare product with South Africa being the forefront of the global launch."

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ACDOCO SA



ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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