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Education

News

Europe

Wholesalers

PBS Holding acquires in Italy

Desktoo, the Italian wholesaling business owned by PBS Holding, has strengthened its position in the educational supplies segment.

By **Andy Braithwaite** - 7 May 2024

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From left: Alma Alemanni, Fabrizio Pistoni, Andrea Alemanni

Desktoo, the Italian wholesaling business owned by PBS Holding, has strengthened its position in the educational supplies segment.

The company has completed a share purchase of OCL Trade, a 75-year-old Milan-based distributor that was owned and run by the Alemanni family. The deal was completed on 30 April and financial details were not disclosed.

Desktoo Managing Director Fabrizio Pistoni said the acquisition offered the wholesaler's customers the opportunity to expand their assortments into new segments given the complementary products sold by

OCL. At the same time, Desktoo has launched a new [web portal](#) featuring more than 23,000 items plus new marketing and e-commerce tools.

Milan, Italy