

# SellerPro and Ecomon form strategic alliance to enhance key account management in Mallorca's HORECA Sector



Palma, May 10, 2024

**SellerPro**, a B2B commercial representation and advisory agency in the Balearic Islands, has announced a strategic collaboration with **Ecomon**, a distributor and marketer specializing in hygiene products. Together, they aim to revolutionize key account management in Mallorca's HORECA (hospitality, restaurant, and catering) sector.



## **Ecomon: Innovative and Sustainable Hygiene Solutions**

Ecomon, a distributor and marketer specializing in hygiene products since 1995, is the exclusive distributor of Nítida and Grupo Gena in Mallorca. The company is recognized for providing innovative

solutions based on advanced technologies. Their product range includes eco-friendly products, sustainable detergents, professional hygiene products, and consumables, all promoting a sustainable approach.



## **nítida**

### **Nítida: High-Efficiency Cleaning Product Manufacturer**

Nítida, a leading manufacturer of cleaning products and industrial hygiene systems, has been partnered with Ecomon since 2003. They work tirelessly to achieve the highest standards of quality and efficiency, ensuring the safety and

health of workers in the cleaning industry.



### Grupo Gena: Central Purchasing and Logistics Operator

Grupo Gena, with Ecomon as a founding partner since 2002, is a logistics operator that provides high-quality cleaning products and systems to the professional market. Their solutions are effective and competitive on both national and international levels.



### SellerPro: Expert & Personalized Key Account Management.

SellerPro will handle the management and monitoring of key

accounts in the Balearic Islands. With extensive experience and a focus on excellence in customer service, SellerPro is a strategic ally for manufacturers, distributors, and professionals looking to optimize their account management and maximize market performance..



### Comments

"We are excited to join forces with Ecomon to offer comprehensive and cutting-edge solutions in the HORECA sector in the Balearic Islands," said Joan Reus, Director of SellerPro. "Our experience in key account management, combined with Ecomon's distribution and marketing of high-quality products from Nítida and Grupo Gena, allows us to provide a unique and differentiated service that will drive growth and competitiveness in the market."

This alliance represents a significant step in strengthening the presence of both companies in the Balearic market and reflects their shared commitment to excellence in customer service and continuous innovation.

### For more information:

- [sellerpro-eu.com](https://sellerpro-eu.com)
- [ecomon.net](https://ecomon.net)