

Go Travel signs up new Australian distributor



Go Travel is looking to expand the travel retail presence of its travel accessories in Australia and New Zealand

Accessories brand Go Travel has signed a new distribution partnership with CDB Group, a leading distributor of electrical accessories and appliances for Australia and New Zealand.

CDB Group has a roster of global brands including Nutribullet, GoPro and Tile, along with domestic

brands Goldair and Jackson.

Go Travel is looking to expand its travel retail presence in Australia and New Zealand, counting major travel retailers such as WH Smith, Lagardère Travel Retail and Lotte Duty Free as well as domestic department stores as key partners in the Australasian marketplace.

It plans to build on its already strong domestic retail presence.

CDB has been operating in Australasia for over 20 years and is known for its marketing focus, merchandise expertise and supply relationships with major retailers/airports across the region.

The company has offices in Melbourne, Auckland and China with state-of-the-art 25,000 square meter distribution facilities, using paperless warehouse management systems with same day despatch. It has a full-service merchandise team across Australia and New Zealand.

“Go Travel is excited to be working with CDB, as we expand across Australia and New Zealand. CDB has a reputation for representing top brands and a specialism in electricals, which is a great fit for Go Travel. It’s a step in the right direction for further expansion in the Asia Pacific region,” said Stephen Worden, General Manager, Go Travel.

Added John Whittaker, Business Manager, CDB Group: “We are excited to be working with the global leader in travel accessories and bringing our customers the widest offer available in the region. As the travel industry switches back on over the next 12 months, we are well placed to deliver the premium service our customers have grown to expect over the past 20 years.”