The model aircraft SME, eflight GmbH, has entrusted its customers to BRACK.CH with immediate effect

BRACK.CH takes over the RC business from eflight.ch

Mägenwil/Niederhasli, 1 March 2018 – **As of 1 March 2018 BRACK.CH has taken over the business operations of eflight GmbH. The customers, some of the employees and a large part of the product range and stock of the specialist for remote-controlled model aircraft, based in the Zürcher Unterland, will therefore move to the online specialist retailer based in the Swiss Canton of Aargau.**

By taking this step BRACK.CH, one of the most lucrative online dealers in Switzerland, further expands its expertise in the field of RC model building. The parties have agreed not to disclose the purchase price. "We are very happy that the eflight.ch deal allows us to expand our plans regarding RC model building," said Markus Mahler, CEO of BRACK.CH AG. BRACK.CH takes over large parts of the former eflight.ch product range. As of today, almost 3,000 new products will be added to complement the existing range of more than 12,000 RC items at BRACK.CH. Both newcomers to model building and existing fans will find suitable models, accessories and tools for their hobby at BRACK.CH. eflight.ch's own brand 'ePower', with several hundred products, will be continued. In addition, BRACK.CH will take over all warranty commitments for products bought from eflight.ch between 1 March 2016 and today. eflight.ch customers will be notified of this in a personal letter and also on the website.

Company succession

The business operations were taken over by BRACK.CH by way of a company succession. Rolf Jäger, the General Manager of eflight GmbH which was founded in 2004, is secure in the knowledge that his current customers are in safe hands at BRACK.CH: "The company philosophy, shaped by Roland Brack, of placing customer care, know-how and service at the centre of the business matches the customer focus of eflight.ch perfectly. What is more, BRACK.CH has the market size required in order to continue and develop our RC business." From today, the domain eflight.ch will refer to the online shop BRACK.CH and to the stock clearance sale. The eflight.ch shop premises in Niederhasli-Nassenwil in the Swiss Canton of Zurich will be closed down. Rolf Jäger will oversee the stock clearance procedure and winding-up of eflight GmbH and will retire at some point after that. BRACK.CH has made an offer to all five permanent employees of the family-owned business to continue their employment at the Mägenwil headquarters of BRACK.CH. It is anticipated that eflight.ch employees will continue their work in the 'Do-it/RC' team at BRACK.CH and will complement the areas of procurement, service and customer advice with their specialist expertise.

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Newsroom: http://www.brack.ch/news
Print-ready images: http://info.brack.ch/presse/medienmitteilungen/Bilder/efl/

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BRACK.CH – better online shopping
The online specialist retail BRACK.CH AG, headquartered in Mägenwil in the Swiss Canton of Aargau, is part of the Competec Group. BRACK.CH is one of the leading online shops in Switzerland, offering in excess of 200,000 products in the fields of IT and electronics, house and garden, office and toys. The staff employed by BRACK.CH looks after private and business customers as well as public institutions; they also excel at providing personal and competent after-sales advice. As part of the multi-award winning live shopping community DayDeal.ch, powered by BRACK.CH, bargain hunters are able to bag a product at the best price in Switzerland each day. BRACK.CH sends its packages carbon-neutrally and true to the principle 'order by 5 p.m. and receive your items the next day – postage paid'. Since the 2013/14 season, the company is the title sponsor of the BRACK.CH Challenge League.
http://www.brack.ch