



## **Cramer Srl, another progressive company in Italy engaged with Inteliam to undertake the Inteliam Business & Sustainability rating**

**Inteliam expands its presence in Western Europe, after being appointed to provide business and sustainability assessment to Italian automotive spare parts specialist Cramer Srl**

Cramer Srl is the second player in Italy to participate in the Inteliam evaluation. The company has developed strong logistic and digital systems. Moreover, Cramer Srl has been playing a leading role in Italy through its advanced commercial strategy involving a technical training offer and multiple promotional channels and through environmental measures, for example to reduce transport-related greenhouse gas emissions. The association with Inteliam helps Cramer Srl identify new improvement initiatives in order to continue strengthening its operations and enhance its reputation as market leader.

Inteliam is a rating company dedicated to the Automotive Aftermarket. It aims to support long-term profitability and sustainable growth by evaluating 4 main pillars: sustainability commitments, corporate processes and business expertise, financial strength; via a standardised rating methodology. The benefits of an Inteliam rating are numerous and include: providing transparency, continuous improvement and a tool for embarking on the sustainability journey. As an independent and international entity, Inteliam has already assessed more than 30 distribution companies from within the aftermarket industry.

**Pietro Buonagura, CEO of Cramer:** *“Thanks to Inteliam insights we have the opportunity to focus more accurately on our business growth”*

**Antoine Soulier, CEO of Inteliam:** *“A strong and forward looking company committed to innovation and progress, a fruitful cooperation between Cramer and Inteliam.”*

### **Cramer Srl:**

Cramer Srl is a company headquartered in Nola, in the Metropolitan City of Naples. In 1987, Cramer Srl was established as an electrical spare parts wholesaler. In 2006, Cramer Srl acquired mechanical parts' distributor R.B.A. Autoricambi, thus becoming an all-round distributor. In the last three decades, Cramer Srl has established itself as a leader in a vast product range spanning from electrical parts to lubricants and offering both Original Equipments, with more than 1,000,000 references.

### **About Inteliam**

INTELIAM is a business and sustainability rating solution dedicated to the global automotive aftermarket sector. Inteliam was created in 2020 with the support of leading industry stakeholders, suppliers and distributors, willing to have a positive impact for the industry. Inteliam is head-quartered in Lyon, France.

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