

Private Label

INTERNATIONAL

THE PUBLICATION FOR STORE BRAND LEADERS

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Book Review

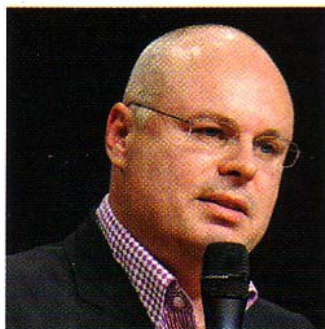
By Jean-Claude Alpi

Private Label, in French MDD, has come a longway from Carrefour's "Produits Libres" a strong revolution in retailing initiated by Etienne Thil in 1976 who at the time was director of marketing for Carrefour Hypermarkets. Produits libres were "no frill" products designed to free consumers from the high prices of national brands.

The late Etienne Thil (1929 – 1996) was one of the first inductees into the Private Label Hall of Fame, co-sponsored by PLMA and *Private Label International*.

At the time of their launch, produits libres changed the image their no frills concept gave to Carrefour representing bare quality. "Aussi bons, moins cher", which means for customers "Freedom" ...that was completely different from its competitors which were promoting national brands in their advertising.

Some readers may be too young to remember Etienne Thil and the lessons he learned from the genius "retail pope" Bernardo Trujillo. So a new book will be published this April written by Yves Soulabail, an expert on Etienne Thil and



Author, Yves Soulabail

Trujillo. He preserves the complete archives and notes of these two theorists of modern retailing. Today, to understand the contributions of these two retail pioneers, it is necessary to read the forthcoming book by Yves Soulabail published by Le Loup Hurlant Editions (www.louloughurlant.fr).