

2,000 booksellers in the Netherlands. Seven years ago, it supplied books accounting for approximately 25% of the market. Today it accounts for 55% of the publishing market.

The Central Bookhouse has a fully automated warehouse, with its own fleet of trucks. It specializes in small orders, including single book orders, which it receives, chooses and consolidates with other small orders, and delivers to the bookseller's door within 24 to 48 hours. About 80 booksellers are linked to the Central Bookhouse by on-line computer, about 400 order via smaller micro computers and the remaining 1,300 or so order with machine readable cards which are circulated by the delivery fleet.

Some publishers in Holland have their own warehouses for larger orders (either bestsellers, textbooks, or initial releases) which are fulfilled directly by the publisher. About 85 publishers have the Central Bookhouse handle everything for them, and this type of publisher-user is on the increase. A new warehouse to handle bulk orders will soon be opened to facilitate increased distribution.

The Central Bookhouse does not discourage "selling around" and it offers its regular delivery vans as a carrier to publishers fulfilling their own orders; besides, CBH delivery is cheaper than common carriers or the postal service. The Central Bookhouse delivery system works like a postal service, carrying parcels in and out, and offering this piggyback service to both publishers and booksellers. The CBH has a 98%