

Tudortech sign new distribution agreement

Tudortech, which already holds South African representation for established brands such as SanDisk, Olympus, Sigma and Leica, has added Belkin, a global leader in connectivity solutions. The partnership is aimed to further strengthen the product's footprint within the South African market.

Tudortech will be distributing the full line of Belkin's products and will be responsible for covering all verticals including retail and SMB (small and medium-sized business), corporate channels as well as other sectors where its product are pertinent. As an established name, it currently deliver products to over 4500 customers in the retail, IT and telecommunication channels.

"We are looking forward to working closely with the company to further support our active regional expansion," explains Andrew Pepperell, national account manager MEA (Middle East and Africa), Belkin.

"The key components to partnering with it are based on its solid experience and successful history in the country, good channel presence and relationships in both the retail and SMB sector. Furthermore, its effective logistics solutions and a team that understands the South African market well, adds great value to our business."

The partnership with Tudortech is part of its regional expansion plan to develop its local distribution into the Southern African market, which is a key market for Belkin in the MEA region. The timing of this appointment coincides with the strategic announcement of its global licensing agreement for Samsung accessories in the smart phone and tablet categories.

The company is very positive about the South African market and is optimistic in achieving further growth in 2011 and beyond as the market has a lot of opportunities for it to leverage and build upon, being the market with the biggest IT spend in Southern Africa. It will continue to invest in expanding its business in South Africa, through marketing, channel development, growing its product offerings to consumers and introducing an extensive range of new products.

For more information, go to www.belkin.com or www.tudortech.co.za.