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EET Group announces pan-European distributor agreement with AgfaPhoto

EET Group announces that AgfaPhoto and EET Group have signed a distribution agreement to provide AgfaPhoto supplies offerings in 16 European countries.

The product range will mainly cover the most common inkjet and laser printers from HP, Canon, Epson, Brother and Lexmark for Europe and the rest of the World.

Swiss Ink was founded in 2006 and has a strong reputation in the supplies

area. Swiss Ink supplies today a large number of retailers, e-tailers and B2B resellers through their European distribution channel. Swiss Ink manufactures all AgfaPhoto printing supplies in Europe with Swiss technology and know-how to guarantee the best quality products in the alternative printing supplies market.

AfgaPhoto is one of the most well-known brands for consumer supplies and combines product quality and intelligent solutions. AgfaPhoto is also the leading brand for alternative printer supplies and offer, among other things, a complete range of Inkjet Cartridges and Laser Toners for the most common printers such as: Brother, Canon, Dell, Epson, HP, Kyocera, Lexmark, OKI and Samsung. AgfaPhoto is also taking highly care of the environment. For example is 80% of the blister packaging based on recycled materials and is shown in an environmentally friendly packaging.

CEO of EET Group John Thomas comments: *"We have for a very long time been approached by our customers with a wish to have a strong and consisting portfolio of supplies for printers. That's why I am very excited and proud about this acquisition which gives us the possibility to serve our customers all over Europe with a large variety of supplies for inkjet and laser printers from the strong AgfaPhoto brand."*

Furthermore John Thomas says: *"All AgfaPhoto product is now in stock and available for sale and our customers can easily find the right supplies via our award-winning Product Guide. It enables customers to find the right supplies for the printer in just three clicks. I am looking forward to develop the product portfolio and the AgfaPhoto brand with this acquisition , EET Group is today definitely recognized as a serious distributor within the supplies business."*

In connection with the acquisition Managing Director for Swiss Ink, Stephan Rudolf says: *"We look forward to being part of the EET Group. We have known EET Group for several years and have seen the success other companies have had by joining them. With EET Group we gain access to an established distribution channel all over Europe which serves near to 40.000 buying customer and has offices in 16 countries, so this is a perfect match for us. Furthermore we get a strong financial partner, who has been in the business for more than 25 years, which gives us the possibility to develop our business even more."*

EET Group is Europe's leading distributor of IT, Security & Surveillance, Home Entertainment and Lifestyle Electronics. The company, founded in 1986, employs approximately 400 employees and has 27 sales offices spread over 25 countries in Europe and Africa.

EET Group distributes, via sales companies under the commercial name EET Europarts, a wide range of leading brands including: HP, Lexmark, IBM, Canon, Epson, Acer, Axis, Synology, IQeye, Samsung, Ernitec, Sony, Milestone, Sling Media, B&O PLAY, MicroBattery, MicroMemory, MicroLamp, MicroStorage, MicroConnect, MicroScreen, Hitachi, Western Digital, estuff, Sandberg, Garmin, Jawbone, Kensington, Libratone, Loewe and many more.

The company headquarter is situated in Birkerød (Copenhagen) and the logistics center is located in Ballerup (Copenhagen).

EET Group is the parent company of all EET Europarts sales companies. As such the EET Group is backbone of the organization and provides all back office functions within: Corporate Management, Finance, Marketing, IT, WEB- and ERP-development, Logistics, Product Management and Procurement.

EET Group served in 2012 more than 40.000 dealers and handled more than 750.000 deliveries.