



SpinetiX and EET Europarts Announce a New Distribution Partnership in Norway

Hergiswil, Switzerland — 3 October 2017— To sustain its expansion in Scandinavia, SpinetiX has decided to reinforce its presence in Norway with the appointment of EET Europarts as SpinetiX Distribution Associate (SDA).

SpinetiX, the leader in digital signage solutions, and EET Europarts, leading distributor of A/V technology and accessories for computers and printers, today announced their Distribution Partnership in Norway and the rollout of the SpinetiX Channel Partner Program (CPP).

SpinetiX, a Swiss company headquartered in Hergiswil has implemented an ambitious growth strategy in EMEA for its digital signage business. By appointing EET Europarts as SpinetiX Distribution Associate, SpinetiX is reinforcing its presence in Norway, a technologically advanced market which is ready to benefit from the technologically advanced products and services by SpinetiX.

EET Europarts as new distributor will better address the needs and expectations of Norwegian dealers. SpinetiX has always been committed to selling through an established channel ecosystem of distributors and dealers. The Channel Partner Program consists of four levels tailored to reward participating partners for their commitment, expertise and performance. By joining SpinetiX Channel Partner Program, existing and new partners will enjoy increasing benefits commensurate with their commitment and proven performance, such as incremental program support and marketing resources.

As a distribution partner for Norway, EET Europarts will focus on delivering more digital signage business opportunities, additional business coaching and support, and greater overall value to SpinetiX dealers.

Thanks to a focus on a leading range of products, EET Europarts ensures high competence and experience to offer resellers and their customers the latest and most interesting products and solutions in the A/V industry. "EET Europarts has been looking for digital signage solutions that could complement our current range of products for a long time, and we all focus on usability," says Reidar Stensæter, sales director at EET Europarts, adding,

"We are very pleased to introduce SpinetiX products to our resellers, and look forward to a long and productive cooperation with SpinetiX."

"Our goal is to continuously improve the digital signage experience of our customers in every aspect," said Francesco Ziliani, CEO of SpinetiX. "Following the success of our Channel Partner Program rollout in the EMEA region and North America, we are committed to reinforce our commercial presence in Norway. By establishing our partnership with EET Europarts, we are now truly ready to take the digital signage business to the next level," he added.

About SpinetiX

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 10 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses realize their full potential. Whether you're looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

About EET Europarts

EET Europarts currently has some 500 employees in 27 countries. The organization has more than 26 years in the industry and has achieved a growth significantly higher than the average. EET Europarts is today the largest pan-European distributor of parts and accessories for computers and printers.

EET Europarts is a distributor of a number of leading brands such as HP, Compaq, Lexmark, IBM, Athens, Ubiquiti, Axis, NEC, Benq, Polycom, TomTom, Synology, Mobotix, Samsung, Samsonite, Sony, Toshiba, Kensington, MicroBattery, MicroMemory, MicroLamp, MicroConnect, MicroScreen, Hitachi, Western Digital, IOGEAR, Thomson Lightning and many more.

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