



## *SpinetiX and Special-Elektronik announce a New Distribution Partnership in Sweden*

**Hergiswil, Switzerland – 02 October 2017 - To sustain its expansion in Scandinavia, SpinetiX has decided to reinforce its presence in Sweden with the appointment of Special-Elektronik as SpinetiX Distribution Associate (SDA).**

SpinetiX, the leader in digital signage solutions, and Special-Elektronik, leading distributor of A/V technology, lighting, smart homes and cable TV / Fiber optics, today announced their Distribution Partnership in Sweden, 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 Special-Elektronik as SpinetiX Distribution Associate, SpinetiX is reinforcing its presence in Sweden, a technologically advanced market which is ready to benefit from the technologically advanced products and services by SpinetiX.

Special-Elektronik as new distributor will better address the needs and expectations of Swedish 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 Sweden, Special-Elektronik will focus on delivering more digital signage business opportunities, additional business coaching and support, and greater overall value to SpinetiX dealers. As the leading A/V distributor in Sweden, Special-Elektronik offers the latest and most interesting products and solutions in A/V industry.

Thanks to a focus on a leading range of products, Special-Elektronik ensures high competence and experience to offer resellers and their customers the latest and most

interesting products and solutions in A/V industry. "Special-Elektronik has been looking for digital signage solutions that could complement our current range for a long time, and we all focus on usability." says Ake Larsson, CEO of Special-Elektronik, 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 Sweden. By establishing our partnership with Special-Elektronik, 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 Special-Elektronik**

Special-Elektronik AB was founded in 1970 and is a leading distributor of A/V technology, lighting, smart homes and cable TV / Fiber optics. They offer technology from the top suppliers in the world and their ambition is to always maintain a high level of technical competence. The head office is located in Karlstad with local sales offices in Stockholm, Gothenburg, Halmstad and Malmoe. Special-Elektronik is active in the Scandinavian market and currently has about 40 employees. The company has a turnover of approximately SEK 290 million.

### **Media Contacts**

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