



**SYNAXON**  
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**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON AND JGBM PARTNERSHIP DELIVERS MORE CHOICE FOR  
DEALERS AND RESELLERS**

***Specialist office technology distributor aims to extend its reach into the IT reseller community – full range of leading brands now available via EGIS online portal***

**Warrington, 05 July 2016** – Synaxon UK, the leading channel services group, has formed a strategic partnership with JGBM, the UK's leading specialist office technology distributor.

The agreement further strengthens Synaxon's position as the largest dealer groups in the UK and provides its members with even more flexibility and choice. JGBM offers over 30 mainstream brands covering all key product categories, including single- and multifunction printers, scanners, label printers, shredders, digital dictation, headsets, ergonomics, AV and much more. It has strong and established relationships with leading vendors such as Brother, Samsung, Canon, Dymo, Acco, Fellowes, HSM, Olympus, Philips, Optoma and Bi-Bright, and carries more than 3000 stock items for next day delivery throughout the UK.

The full JGBM portfolio will be available for Synaxon members to order through EGIS, the group's online procurement and order management aggregation portal, with immediate effect.

Mike Barron, Synaxon UK Channel Director states: "Synaxon UK is delighted to have signed an agreement with JGBM. It gives our members an extra dimension when sourcing office products and opens up a fantastic line of communication with an

award-winning sales team dedicated to the highest levels of knowledge and customer service. This new partnership makes being a Synaxon member even more attractive for both office products dealers and IT resellers looking for incremental business opportunities.”

JGBM, which was named *Wholesaler of the Year* in the [European Office Products of the Year Awards for 2016](#) earlier this year, decided to commit to the partnership after attending the recent Synaxon Conference, which took place last month in Nottingham and was attended by almost 400 delegates, providing the most prominent demonstration yet of the group’s growing influence within the UK channel.

Mike Poole, Sales Director at JGBM, says: “We have been really impressed with Synaxon’s organisation, professionalism and attitude. Like JGBM, it is a positive and pro-active organisation that really cares about its customers and partners. We are confident of forming a very successful and productive partnership with Synaxon UK and look forward to working with the group’s members to help them grow their office technology sales.”

JGBM prides itself on providing world-class customer service and actively supporting its customers. The company has a reputation for being easy to deal with and has won many accolades from buying groups. Its sales team receives regular training from manufacturers, so they are always well-informed with up to date product knowledge and real-time special offers, all of which enables them to grow the reseller’s sales in the category.

A wide range of reseller services are offered, including a dedicated customer support line, which can field incoming product queries from end-user customers on behalf of the reseller; sales and marketing assistance and access to channel programmes, product promotions and other vendor resources.

Resellers who want to find out more about the benefits of becoming a Synaxon member, can contact the group on tel: 0844 481 5844 or email: [accountmanagers@synaxon.co.uk](mailto:accountmanagers@synaxon.co.uk).

JGBM can be contacted on tel: 01752 330044 or email: [sales@jgbm.co.uk](mailto:sales@jgbm.co.uk).

**Picture:** Mike Barron, Synaxon.

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### **About Synaxon**

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 640 member companies operating in the IT and office products channels, and partnerships with over 40 vendor, distributor and services suppliers. Synaxon UK's members have estimated combined gross revenues of more than £1bn gross external sales.

The group provides a range of unique services that help its member companies to buy better, sell more and reduce their costs. These include the EGIS procurement and information system, which enables members to check the availability of stock and pricing and to place and manage orders with all of Synaxon's distributor partners; the iTrends marketing package, which provides a quarterly own-branded product catalogue and an ongoing programme of promotional emails; and Clic2IT, a simple, affordable ecommerce solution that enables members to offer products from all Synaxon distributor partners through their own website.

Members also benefit from exclusive rebates and promotions and a range of other services, including access to business financing and nationwide maintenance cover options, and low-cost card payment and nationwide courier services.

For supplier partners, Synaxon provides unrivalled reach into the UK reseller, MSP and dealer community, providing active account management and business development programmes that enable them to develop a higher profile, form lasting partnerships and grow their sales.

Synaxon UK also runs the TrustATec partnership network of support and services providers who offer simple, fixed-price IT repairs and servicing on a localised basis. This unique programme generates a regular stream of new business and growth potential for subscribing members.

Operating from offices in Warrington, Synaxon UK is part of a European organisation, headquartered in Germany, where it has almost 3000 established partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market.

**For more information about Synaxon contact:**

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