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**PRESS INFORMATION
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**SYNAXON AND AUDIO VISUAL SPECIALIST ANDERS+KERN FORM NEW
PARTNERSHIP**

Warrington, 09 May 2016 – Leading reseller services group, Synaxon UK, and audio visual expert distributor, Anders+Kern (A+K), have formed a new partnership giving members access to the company's exclusive range of digital signage, projectors, room booking solutions and its renowned technical services.

The combination of high quality products, expert knowledge, technical experience and careful selection of complimentary products that A+K offers, makes it ideally-placed to support the members on all their audio visual needs.

John Gorman, Marketing Manager at A+K said: "More businesses are making every-day use of audio visual solutions to enable conferencing and collaboration and to improve visitor and user experiences. This is a growing opportunity for IT resellers to sell the solutions we offer to their existing customer base. That's something we can help them to do very effectively and we are looking forward to working with Synaxon and its members to explore the many new opportunities that we believe are out there, just waiting to be taken."

Commenting on behalf of Synaxon UK, Managing Director, Derek Jones, says: "It is great to have A+K on board as a Synaxon supplier partner. Our members can purchase the full A+K product range via the EGIS platform, or directly from A+K with all of their related services and support. A+K is providing a very specialist and focused service to our members in a growing area of the market. The quality of video and audio presentation is becoming more important in businesses of all sizes and

there is very real potential for B2B resellers to grow their audio visual equipment and solutions sales, especially within the education sector, so this really is a great opportunity for most Synaxon members.”

A+K can provide access to some the world’s leading audio visual brands, including EVOKO, i3 Technologies & SMS and many others. Its in-house technical team, [A+K Technical](#), works with partners to unlock the value of projects. A+K products will be available via EGIS and the company will also be at the Synaxon Conference at the East Midlands Conference Centre in June to talk to members about what it has to offer.

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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:

Derek Jones, Managing Director, Synaxon UK

Tel: 0844 481 5844

Mobile: 07589 582 1548

Email: derek.jones@synaxon.co.uk