



**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

SYNAXON UK STRENGTHENS TEAM

Warrington, 15 February 2018 – Synaxon UK has added two new members to its team, appointing Luke Steel as Vendor Channel Manager and Chris Yule to the post of Internal Sales Executive. These appointments take the Synaxon UK’s headcount to 15 and further underline the group’s commitment to the UK.

Luke Steel brings more than two decades of experience to the services organisation, 17 of which he spent at distributor Entatech, where he was responsible for networking, comms and surveillance business and was latterly as leader of the Corporate Team. Chris Yule has joined Synaxon from VIP Computers, where he has worked as a Sales Account Manager for the past two years.

Welcoming them to the business, Mike Barron, UK Channel Director, said: “We’re delighted to have added these two experienced and talented individuals to our growing team. It’s great news for members and partners as it means we can give them even more support and assistance in achieving their goals.”

Luke Steel said: "I've now been in the industry for 20 years and I've met some great characters along the way. I pride myself on delivering great service and helping customers to achieve new business goals. I now have the chance to do that at a much more personal level – with resellers, distributors and vendors – by joining the Synaxon UK team."

Chris Yule said: “After gaining initial experience by completing an apprenticeship at VIP Distribution, I knew a career in sales was for me as I loved interacting with

customers. I have been studying for my sales qualifications and I'm really looking forward to working for Synaxon UK and adding to my skills within an established business."

With well over 600 members, Synaxon is the biggest and most influential channel services group serving the UK MSP, IT reseller and office products dealer channel communities. It offers a wide range of services that enable members to develop their skills and capabilities, get the very best availability and terms from distributors, and run their businesses more efficiently.

The group's annual conference is one of the highlights of the channel calendar in the UK, bringing more than 400 delegates from members and supplier partners for two days of one-to-one meetings, networking, business and technical workshops, and thought-provoking presentations. This year's event will take place at the prestigious International Centre in Telford on 7 and 8 June.

For more information, contact the Synaxon account team on 0300 304 7844 or email accountmanagers@synaxon.co.uk.

Picture: Mike Barron UK Channel Director (centre), welcomes the latest additions to the Synaxon UK team – Luke Steel (left), and Chris Yule (right).

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About Synaxon

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 600 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.

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