



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON PARTNERSHIP WITH SPIRE TECHNOLOGY GIVES MEMBERS EVEN MORE CHOICE**

**Warrington, 01 March 2016** – Synaxon, the UK’s leading dealer services group, has entered into a partnership with Spire Technology ([www.spire.co.uk](http://www.spire.co.uk)), the trusted trade-only provider of PC components, peripherals and consumer electronics products.

A privately-owned supplier has been trading for over 25 years, Spire has more than 1500 products in its portfolio from leading vendors such as AMD, Antec, ASUS, Intel, Kingston, Logitech, Microsoft, Seagate, TP-Link and Western Digital. It is the latest top distributor to become a Synaxon partner in the UK and adds further strength to the group. Spire is British company, operates from premises in Verwood, Dorset and has over 40 staff.

The company’s complete range is now available to order via EGIS, giving Synaxon members even more choice and making their Synaxon membership even more useful. “Spire is such a well-known and highly-regarded name in the channel, so it is really great to have them on board”, says Mike Barron, UK Channel Director at Synaxon. “An unrivalled commitment to and focus on the UK IT channel and our customers’ needs is what makes Spire successful. It offers the very best mix of quality, reliability and competitive pricing. We hope many of our members will become regular customers.”

Commenting on behalf of Spire Technology, Paul Turner, Sales Director, says: “It’s great to be working with Synaxon. Being part of such a dynamic, positive and open

services group will be invaluable to Spire and we're looking forward to working with members and providing them with the very best service and support."

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### **About Synaxon**

Synaxon is Europe's largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS (Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to more than 200,000 products from over 200 distributors. Synaxon UK was established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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