



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON BRINGS CANON LFPS INTO RANGE FOR MEMBERS WITH VELMEX  
DISTRIBUTION**

**Warrington, 25 February 2016** – Leading UK dealer services group, Synaxon, has signed an agreement with Velmex Distribution that will give its members access to specific project pricing and outstanding support on Canon’s full range of large format printers, enabling them to sell to both new and existing customers and make higher than normal margins.

Velmex is a value-added distribution partner for all Canon large format printers and associated products, servicing and supporting the whole of the UK and Ireland. All products and consumable supplies stocked by Velmex will now be listed on EGIS, Synaxon’s online ordering platform. In addition, Synaxon members can call on Velmex’s services to offer specialist installation of Canon wide-format printers, maintenance and repairs (contract and ad-hoc), along with extended and post warranty cover. Velmex has a team of fully-trained Canon engineers covering the whole of the UK and Ireland.

The potential for resellers to profit is significant, says Derek Jones, Managing Director of Synaxon. “Large format printing is becoming more popular as more businesses look to bring high quality printing in house. Velmex is a real expert in Canon’s outstanding range and with its support our members can take advantage of the opportunity to drive additional sales on large format devices, services and on-going consumable sales – and at exceptional margins.”

Additional benefits offered by Velmex include access to advanced demonstration facilities, located in London, the east Midlands and the north west, along with specialist reseller training. Demonstration and loan units can be arranged, as can sample prints. Velmex can also provide MDF and sales incentives to resellers and fast access to a wide range of accompanying ink and media supplies.

Velmex is a trade only value added distributor focused on supporting resellers in expanding their sales of specialist and large format printers. It is Europe's largest supplier partner for the Canon large format printers and associated products, and the exclusive UK distributor for the award-winning Canon range of Graphic Arts machines.

The company provides an extensive range of services, including lead generation and marketing support, access to demonstration and training resources, special promotions and pricing and assistance with financing where required. Velmex has a dedicated team who are available to provide sales and technical support at every stage of customer engagement.

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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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