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Talking Excellence

Avenir Telecom licensed Energizer Appoints Eurostar Global as Exclusive Distribution Partner

Avenir Telecom, under the renowned global Energizer brand, best known for its batteries and portable lights, is to launch a range of mobile phones in the UK in 2018. Having appointed Our Perspective to oversee the UK business, Eurostar Global has now been appointed as exclusive Distribution partner for mobile phones.

Avenir Telecom has been a licensing partner with Energizer since 2010, and has been producing mobile phones and accessories and is active in 65 countries around the globe.

The Energizer® phone range includes easy to use and entry-level devices, great value smartphones and a range of rugged mobiles. All Energizer phones feature best in class battery life – the number one customer requirement according to GFK.

“2018 is a very important year for Eurostar Global” commented Managing Director Peter Carnall, “We’ve invested heavily in building an experienced and proven Management Team and now we are attracting new Vendors and Customers. It is a glowing recommendation of our progress and direction to be appointed exclusive Distributor for Energizer Mobile Phones”.

Steve Hankey, Head of Commercial and Vendor Management at Eurostar Global added, “We are very excited to be working with the Energizer brand and Our Perspective” and welcome them to the Eurostar Portfolio. There is a diverse range of products available across the brand that we believe will resonate well with both customers and consumers alike.

Roy Taylor, Founder of Our Perspective added, “Having been in Distribution for 20 years I had a clear idea of the type of partner we needed for the distribution of Energizer products. Eurostar have impressed with their team, ambition, set up and culture fit. Avenir Telecom licensed Energizer is the perfect partner for launching this exciting new brand”.

Robert Schiano, Chief Executive of Avenir Telecom also commented, “The UK is a very competitive market, but with our unique products and first-class Sales and Distribution structure in place we are confident the Energizer brand will succeed. Now the hard work begins”.

Energizer Mobile Phones will be available at Eurostar Global from early March.

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Notes to editors:

- Eurostar Global is a growing SME which promotes, distributes and supports leading manufacturer brands of wireless consumer electronics and accessories in the UK and across the globe.
- Established in 2007 and based in Newcastle-under-Lyme in Staffordshire, the company currently employs over 60 full-time staff and achieved a turnover of £103m in 2019/20.
- The company values of common sense, fairness, trust, transparency, confidentiality, honesty and integrity form the ethics on which all business partnerships are built, with the aim of establishing Eurostar Global as the leading UK and international distributor and online retailer for branded wireless devices.