

News Release

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Office: 01782 565555
Website: eurostarglobal.co.uk
Contact: Martin Braisby
Head of Marketing

Address:
Unit 4, Evolution
Hooters Hall Road
Lymedale Business Park
Newcastle Under Lyme
ST5 9QF

EUROSTAR GLOBAL ELECTRONICS (EGE) ANNOUNCES SONY RANGE EXTENSION WITH XPERIA 10 IV NOW AVAILABLE

Eurostar Global continues to extend its relationship this week with Sony as it further extends its distribution of the Xperia range. As Sony continues its new range launch, EGE as one of its newest distributors, is now distributing the Xperia 1 IV and 10 IV handsets, with the latter available for distribution from today.

Steve Hankey, Head of Vendor of Commercial and Vendor Management, who oversaw the distribution agreement with Sony in 2021, comments “With Sony’s brand being so strong globally, and with its heritage and experience in technology, it’s a pleasure to be able to be distributing their new range of Xperia handsets. If you look at the new technology that has been put into these new devices, derived particularly from Sony’s camera range and the global trend to have the best camera functionality integrated into modern handsets, this new range is superb. It’s great to have these new additions to our range to offer to the B2B market”.

The new Xperia range of handsets includes the Xperia 1 IV and Xperia 10 IV, with the 1 IV being aimed at “professional content creators” with a range of bespoke photography, videography and, new audio recording features. The 10

IV continues to deliver quality at a more affordable price point and carries many similar features as the 10 iii, but with a more potent battery enabling full-day usage and a faster chipset and tougher chassis.

Commenting on the launch of the new range and distribution via EGE, Stefan General Manager Grocery and Specialist Channel said, “Eurostar Global is a widely recognised specialist mobile device distributor in the UK, which is why we partnered with them back in 2021. Today, with the launch of the new Xperia 10 IV range, alongside the recent launch of the Xperia 1 IV, we’re very confident that we’ll continue to extend our range into the B2B market with their expertise. We’re also looking at expanding our range of products for distribution to include audio visual products later in the year, so it’s a crucial period for us as we continue to bring new product to the market and expand our partnership.”

The Sony Xperia 1 IV is already available from Eurostar as it started distribution on the 16th June 2022 and Sony Xperia 10 IV is available from today.

Eurostar Global Electronics Business Sales team can be contacted on 01782 565555, or business customers can request access to the sales trade portal via <https://uktrade.eurostarglobal.co.uk/>.

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EDITOR’S NOTE

Eurostar Global Electronics is the UK’s leading Independent, International Mobile Phone Distributor.

For Vendors

Eurostar Global offers turnkey, professional solutions delivering wireless electronic devices into a multi-channel pipeline, maximising margin while protecting brand and marketplace integrity.

For Clients

Eurostar Global is a trusted, professional, efficient vendor of hardware devices and associated services, meeting requirements for product, price and delivery.

For the Market

Eurostar Global has a wide range of sustainable growth opportunities and is currently establishing or developing additional revenue channels linked to both service and product-based sales.

For further information, please contact Martin Braisby on 07939 510865 or via email, at martin.braisby@eurostarglobal.co.uk