

SYNNEX TAKES ON COMPLETE LASER DISTRIBUTION

SYDNEY, NSW: After a recent split from Ingram Micro, Laser has today announced that it will use Synnex Australia as its sole distributor for its entire product range including PC and AV accessories, Precision gaming accessories, Navig8r GPS and Navm8 GPS accessories.

According to the IT and consumer electronics accessories company the move is an extension of an already existing association with Synnex and the distribution consolidation will help make more efficient its service and supply.

Chris Lau, managing director of Laser said, "LASER is pleased to carry on its partnership with Synnex for distribution of our complete

range of IT and CE accessories. Laser's approach and growth strategy is aligned with the way Synnex conducts its business and with extensive experience in the Australian IT industry, we are confident that Synnex will continue to deliver quality service to Laser resellers."

Kee Ong, CEO of Synnex Australia, said, "Synnex is committed to high level customer relationship management and we are thrilled to continue handling distribution for Laser nationally. Laser is a leading challenger brand providing a value alternative to the premium brands, making them popular with our retail customers. We look forward to helping Laser meet and maintain demand for its products in the Australian market."

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