

Synnex teams up with Laser

Australian accessories vendor aims to broaden its retail and reseller presence

Julia Talevski 09 September, 2008 09:08:00

Synnex has broadened its accessories portfolio through a new distribution agreement with Australian vendor, Laser.

Synnex CEO, Kee Ong, said Laser offered a good range of PC accessories that complemented its current product line-up.

"Laser has a very broad range of products and we'll be taking it at one step at a time," he said.

"We're starting off by distributing their accessories and then we'll move on to their navigation products."

The broad-based distributor will aim the range at its retail and reseller channel, Ong said. Synnex joins Ingram Micro in Laser's master distribution line-up.

Laser managing director, Chris Lau, said it had been growing in the local market and required more representation in the dealer and retailer channels.

"Synnex has large warehouse facilities in every state and can create value-add bundles from its range of vendors, therefore creating a good point of difference for our resellers," he said.

"Our product range has been growing and our customer base has expanded. It's also about putting the customer first and allowing them to have a choice of distribution partners, which we support equally."

In August, Synnex opened up a new warehouse in Perth. The distributor also announced its intentions to expand its Sydney and Melbourne locations.

