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Talking Excellence

## PanzerGlass appoints Eurostar Global Electronics as Official Distribution partner in the UK.

PanzerGlass is proud and pleased to announce a new distributor agreement with Eurostar Global Electronics in the UK

"This new partnership is a significant step in strengthening our presence in the UK. We are confident that the synergy of Eurostar Global Electronics and PanzerGlass and our joined actions will be powerful and unlock significant value", says Martin Carter UK Sales manager at PanzerGlass

The partnership will take a more analytical, collaborative and pro-active approach to distribution. "Our primary objective is to work with the best-of-the-best distributors worldwide to offer customers and consumers more opportunities to experience our innovative and category-leading concepts and solutions within screen protection", says Carter.

### Eurostar Global Head of Commercial and Vendor commented:

I am delighted to welcome PanzerGlass to the ever-increasing Eurostar Portfolio. With devices continuing to increase in cost and both consumers and businesses choosing to hold on to their devices for increasingly longer periods it makes perfect sense for them to protect their investment. PanzerGlass is a leader in this field and the team at Eurostar look forward to helping them grow their brand.

### Eurostar Global Managing Director Peter Carnall commented:

Over the last decade, as a natural extension to product evolution the physical device protection market has expanded together with technology allowing the sector to capitalise on protecting high-cost consumer devices.

PanzerGlass is a market-leading, an innovator in this space, with a focus on high-quality accessories locking in device value and aesthetics.

Our PanzerGlass partnership will present opportunities and residual value savings for our B2B channel customers and allow us to maximise the value in devices throughout the life cycle of the product benefitting the user while reducing the all-important metric total cost of ownership for our commercial customers or the consumer.

We're looking forward to developing our service offerings through our partnership with PanzerGlass and see this as a great opportunity.

PanzerGlass Screen protection will be available from Eurostar Global in September.

## ENDS

For all media information, photo-opportunities and images, please contact:

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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.