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Talking Excellence

Verve Connect Appoints Eurostar Global Electronics as Official Distribution partner for IMO in the UK.

Verve Connect, A UK based company that develops and markets a wide range of “Connected Everywhere” products that include mobile handsets, and both wireless & fixed routers, has an Eurostar Global as their official distributor partner in the UK for their IMO branded products.

Chris Edwards, Chief Marketing Officer from IMO, commented “Verve Connect continue to look to provide the best service levels to our customers with our IMO branded devices. We believe that Eurostar Global share this philosophy by delivering the very best in distribution services to the market. As part of our developing strategy Eurostar Global will deliver extended reach of our IMO products into the growing retail and B2B market “

Eurostar Global Managing Director Peter Carnall commented:

I am delighted to add the IMO brand into the product offering at Eurostar. Verve Connect have a strong pedigree behind their products and have successfully demonstrated their ability to bring affordable mobile devices to the UK retail consumer. Eurostar is committed to growth with an expanding product portfolio, offering associated hardware devices and IOT products into channel. The partnership with IMO will undoubtedly be well placed to capitalize on these opportunities.

Ewan Davies, New business development Director at Eurostar Global added,

“We have been working with Verve Connect for some time now on several projects and during this period we have discovered that there are huge synergies with Eurostar Global as both businesses operate with an entrepreneurial spirit with a “can do” attitude. This will give us the ability to create propositions that not only enhance our current offerings, but will also allow us to create new revenue streams as we move forward together”

Selected IMO handsets will be available from Eurostar Global in October 2020

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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.