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Talking Excellence

Sony Mobile Appoints Eurostar Global Electronics as Official Distribution partner for the UK.

Sony Consumer Products Group is a worldwide recognised technology brand that develops and markets a wide range of Electrical products that includes TV, Audio, Camera and Mobile phones.

Eurostar Global Managing Director Peter Carnall commented:

“Sony Corporation has a blueprint in the Consumer Electronics market that has expanded and delivered for over three quarters of a century. Their platform which extends across the full suite of media markets create and deliver high quality hardware to market and then integrate those products throughout their ecosystem. Sony’s niche offering of mobile devices incorporate some of the highest specification components available, which when paired with their audio-visual products can provide an unrivalled consumer experience. Eurostar Global aim to support Sony devices across all channels and are thrilled to be able to offer Sony products to their customers.”

Steve Hankey Head of Commercial and Vendor management added,

“Sony’s mobile products offer the very best in cutting edge technology and are highly respected within the industry. Utilising their technological expertise garnered from all of Sony’s other electronic divisions ensures that Sony’s mobile offering always has amongst the best screen, audio and camera technology available.

I am looking forward to welcoming Sony to the Eurostar portfolio”

Sony Mobile handsets will be available from Eurostar Global in November 2021.

Sony AV products will be available from Eurostar Global shortly afterwards.

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 69 full-time staff and achieved a turnover of £125m in 2020/21.
- 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.