

# SYNAXON UK partners with PackShack to extend choice to partners through EGIS channel stock and pricing platform

*Agreement will enable the channel services group to increase its stock-holding capability and expand the number and range of exclusive offers it makes available to its partners*

**Warrington, 6 January 2022**

SYNAXON UK, the leading channel services group, is partnering with order fulfilment specialist PackShack to meet higher demand for the extensive range of products it makes available to its partners through the EGIS e-commerce platform.

Following a highly successful period of trading in 2021, SYNAXON UK is looking to drive significant growth through EGIS – its online stock availability and ordering platform – in 2022. Over the past year, SYNAXON UK has succeeded in securing preferential pricing on key product lines, which it then offers to its partners at exceptional discounts.

The partnership with PackShack will ensure that SYNAXON UK can continue to grow its sales through EGIS and go on meeting partner expectations, said Mike Barron, Managing Director of SYNAXON UK. “Order volumes through EGIS were up massively last year and we’re planning to drive even more growth with our partners in 2022. As EGIS becomes more and more popular, we need to make sure that our logistics response is first class. This agreement with PackShack will ensure that we can go on meeting the needs of our current partners and continue to bring more partners onto the EGIS platform.”

EGIS is SYNAXON’s industry-leading stock checking and aggregation e-commerce platform. It provides partners with full access to stock availability details from over 40 leading and specialist distributors – including all the major names.

Any reseller, retailer or office products dealer can get access to a 30-day free trial of EGIS, after which they are given a simple one-click option to sign up and get full access to pricing and ordering capabilities for just £39 per month. This is provided on a monthly, rolling subscription basis, so partners are not locked into a long-term commitment.

With this affordable subscription, EGIS offers partners exceptional value, especially when compared to other platforms, which often charge a higher fee for access to pricing alone, and a much higher monthly cost for ordering capability. With EGIS, full access to availability of around two million products, full and up-to-date pricing, and the ability to place and manage orders through the portal are included in one monthly fee.

PackShack provides warehousing and logistics services for growing e-commerce companies that want to deliver the very best services to their customers. Founded by a team of experienced ‘ex-Amazonians’, freight and marketing experts, it aims to make logistics easy by providing

**For further press enquiries, please contact:**

Simon Meredith, Owner | Channelstar Media | Tel: +44 7850 144189 | Email: [simon@channelstar.co.uk](mailto:simon@channelstar.co.uk)

advanced shipment, storage and management services and empowers its e-commerce providers to partners to offer a great experience to their own customers.

Partners can sign up for the free trial or contact SYNAXON UK to find out more by emailing [info@synaxon-services.com](mailto:info@synaxon-services.com) or visiting [synaxon-services.com](https://synaxon-services.com).

### **About SYNAXON UK**

SYNAXON UK is a channel services group that supports resellers, MSPs, retailers, webstores, and office products dealers. Its services enable partners to automate and streamline processes, stay competitive, and drive new opportunities in a rapidly-changing market. Through EGIS it provides partners with access to electronic ordering, with real-time pricing and availability, stock monitoring, quote generation tools, special-bid requests, and access to marketing information.

SYNAXON Managed Services gives MSPs access to key solutions and tools to support their transition to a managed services model and further business development. SYNAXON Distribution offers products from top manufacturers, including HP, Microsoft, and Lenovo, with UK partners services via a dedicated warehouse. With EGIS eCom, resellers can make use of the EGIS capabilities to create their own online presence.

For supplier partners, SYNAXON provides unrivalled reach into the UK reseller, MSP, and dealer community, providing active account management and business development programmes that enable them to develop a higher profile, form lasting partnerships and grow their sales.

SYNAXON UK is part of SYNAXON AG, a European organisation headquartered in Germany, where it has over 3,000 established partners that generate around €3 billion of gross external sales annually.

### **For more information about SYNAXON contact:**

Mike Barron  
Managing Director, SYNAXON UK  
Telephone: 0300 304 7844  
E-Mail: [mike.barron@synaxon.de](mailto:mike.barron@synaxon.de)  
Twitter: [@synaxonservices](https://twitter.com/synaxonservices)

Learn more at [synaxon-services.com](https://synaxon-services.com) ■

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