SYNAXON UK announces partnership with specialist print products distributor UFP

Agreement brings the number of distributors with full stock profile on the EGIS procurement platform to 40 with more than two million products available

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SYNAXON UK has added another name to its growing list of distributor partners – the specialist provider of print and IT products, UFP. With immediate effect, UFP's impressive portfolio is available to resellers through SYNAXON's industry-leading online procurement platform, EGIS.

Founded in Paris in 1981, today UFP has a pan-European presence and annual sales of over €1.26 billion (£108 million). It employs 750 people, 125 of them at its UK base in Bradford. UFP is an authorised distributor for Apple, Brother, Canon, Dell, Epson, HP, IBM, Kyocera, Lenovo, Lexmark, Logitech, NETGEAR, OKI, Samsung, Xerox, and other leading vendors. As well as print devices, it offers networking, peripherals, data storage, mobile accessories, and other tech products for delivery throughout the UK.

The addition of UFP brings the total number of distributors on EGIS to 40 and makes the platform even more useful for reseller, retailers, and office products suppliers.

SYNAXON UK's Managing Director, Mike Barron, said: "UFP is a really valuable addition to EGIS. It's a thriving and dynamic business built on delivering the best products and services and we're delighted to have them on board. In our view, EGIS is the best procurement platform in the UK channel and with over two million products available from 40 distributors – including all the leading names – it provides resellers, webstores and office products dealers with great choice, great service, and great value."

Adam Collier, General Manager at UFP, added: "Our partnership with SYNAXON UK will help us to reach out to even more resellers and dealers and allow them to take advantage of UFP's services. Our business is built on hard work, honesty, and relationships – a partner you can rely on. We're keen to show SYNAXON UK partners how that translates into excellence in choice, value, and service for their business."

As the UK steadily emerges from lockdown, SYNAXON UK is approaching the second half of the year with renewed vigour and looking to work with more partners. SYNAXON recently announced a major strategic shift that places its focus on four key areas of activity: EGIS, SYNAXON Distribution, SYNAXON Managed Services, and the EGIS eCom web stores.

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.

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