



DISTRIBUTION

Avenir partners Energizer

Distributor looking to different revenue streams

By **James Atkinson**
// Editor

AVENIR Telecom has announced a strategic partnership with Energizer, the world's largest battery manufacturer.

The companies have partnered to design, produce and distribute a range of mobile device chargers, which will be available from June.

Stuart Balaam, sales director – accessories at Avenir, told *Mobile*: 'Partnering with Energizer is part of our strategy to create a unique space for ourselves in the market. But with Energizer, it's not a case of just sticking a label on someone else's product. It's a genuine partnership with research and development from both sides.'

He added: 'Before, we felt we were duplicating what firms like 20:20 Mobile and Kondor were doing. So we've set out to establish exclusive deals with a number of brands: some are



sector exclusives, others are UK exclusives. It is a separate revenue stream for Avenir, which might grow to account for 20% of the business by 2011.'

Balaam said: 'We are currently in negotiations with retailers and are looking at all channels to distribute the Energizer chargers.' He would not reveal prices, but said: 'They won't necessarily be premium, but pricing will be relatively aggressive; certainly lower than OEM products.'

Avenir and Energizer are offering a range of multi-connect chargers, some of which have a

car, travel and USB charger on the same device. At the moment, people would need 44 different products to cover all brands of car and travel chargers. This has been cut to six or seven chargers covering joint BlackBerry/HTC chargers, Motorola, the iPhone 3G, Samsung, LG, Nokia and Sagem.

Solutions are also being produced for gaming products, GPS devices, laptops and netbooks. A multi-connect charger will be available to suit all netbooks with the ability to self-regulate for the voltages required.