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## Avenir Telecom announcements at Mobile World Congress



**Avenir Telecom**, the UK's leading distributor in mobile telecoms, is set to make a series of high profile announcements this week at Mobile World Congress in Barcelona.

A partnership with **Energizer**, one of the world's largest battery manufacturers, will be announced for the design, manufacture and distribution of an innovative range of new mobile device chargers. Products will be available to preview on Avenir Telecom's stand.

**BeeWi**, the leading vendor of wireless accessories for mobile devices, will unveil six new products including a pocket keyboard and pocket speaker for the iPhone and iPad. Each one will be be previewed on Avenir Telecom's stand. Avenir is BeeWi's exclusive distribution partner in the UK.

"We're looking forward to going public with our BeeWi and Energizer announcements," comments Andy Tow, Managing Director of Avenir Telecom. "We also have a host of other new products to talk about at **Mobile World Congress**, details of which will emerge in the coming days. This is Europe's showcase for the most exciting advancements in mobile technology, and a exciting platform for what we believe are some outstanding new products."

### About Avenir Telecom

Avenir Telecom is a UK distributor of accessories for mobile phones and mobile computers. It works with manufacturers from around the world to provide retailers and dealers with best-in-class products across power, Bluetooth, audio, protection, fashion and more. Having recently celebrated its 20th anniversary, the Avenir group employs over 3,000 people across six countries: Bulgaria, France, Portugal, Romania, Spain and the United Kingdom.



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[http://www.mobiletoday.co.uk/Dealer/Avenir\\_Telecom\\_partners\\_Energizer.aspx](http://www.mobiletoday.co.uk/Dealer/Avenir_Telecom_partners_Energizer.aspx)



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## Avenir Telecom partners Energizer



### Distributor looking to different revenue streams

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.

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The Fonecast - News

Avenir Telecom working with Energizer on mobile chargers

Written by: The Fonecast Thu, 11 Feb 2010 08:29:03 GMT

Leading UK distributor Avenir Telecom has announced an exclusive European partnership with battery manufacturer Energizer for the design, manufacture and distribution of a new range of new mobile device chargers. They'll be previewed at Mobile World Congress and will be available in thirty countries from June 2010.

All Energizer products are Energy Star Level 5 and EUP compliant, which means they save 30% of the power consumed by standard chargers, and they're also capable of charging phones much quicker than other chargers. The chargers are equipped with auto cut-off functionality, which stops drawing electricity as soon as a device is fully charged.

Avenir MD Andy Tow said "Avenir's Energizer range will be highly compatible across a wide range of handsets and mobile devices, which is a compelling proposition for UK retailers. It reduces the selling time for store staff, simplifies the selection process for customers, and increases return per linear foot for store managers."

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