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Media release: Rectron scoops Samsung printer distribution rights

"Samsung's big-brand name, green credentials, point to a long-term win-win relationship"

Rectron -- the local information and communications technology (ICT) distribution powerhouse -- has added another world-leading premium brand to its stable, and has been appointed to distribute the complete range of Samsung's mono and colour laser printers and consumables in South Africa.

Rectron sales director Zandr  Rudolph says that Samsung Electronics is the world's second-largest manufacturer of laser single function as well as multifunction printers in the A4 size segment, according to the most recent research from International Data Corporation (IDC).

"Samsung South Africa took the number two market share position in 2007 as well," he adds. "It has also been rated as the world's fastest-growing brand by Interbrand. Samsung's vision and mission is to be the biggest printer brand in the world, and Rectron believes it has what it takes to achieve this," he adds.

Rudolph maintains that Samsung has the brand premium, strong resources, investment in research and development (R&D), as well as a wide range of technology innovations to reach this lofty goal within the next five years.

"If you look at what Samsung has achieved in a very short period of time, it is clear that they see printers as one of the most strategic products," he says. "Samsung has managed to put together a complete printing portfolio, comprising single and multifunctional products, for any business requirement.

"In fact, Gartner reports that in the Europe, Middle East and Africa (EMEA) market, Samsung Electronics has performed particularly well by expanding its product portfolio with faster speed devices that helps it compete with the leading players in the business segment."

Locally, says Rudolph, both companies understand that Rectron's strength as a key player in ICT distribution lies in its wide-ranging customer base and strong financial muscle, which will allow the two firms to work jointly towards a common goal -- that of becoming the number one player in the printing and imaging business.

Increased B2B awareness

Craig Green, printer/OA product manager at Samsung South Africa, explains that Samsung's go-to-market strategy for 2008 is focused on business-to-business (B2B) awareness and the uptake of the Samsung range of printers and multi-function devices. "Rectron's small to medium business (SMB) client base marries well with this strategy," he says.

Like Rectron, Samsung is highlighting the importance of the partnership in the long-term: "Samsung values each and every relationship and will not consider entering into one unless there is a mutual long-term vision," Green explains.

Werner Kuhn, peripherals business manager at Rectron, sees enormous potential for South Africa's channel in Rectron's new relationship with Samsung, and says Rectron's acknowledged strengths in the South African channel, particularly where it focuses on the burgeoning SMB market, complements Samsung's traditional strengths in South Africa's retail sector very well.

"As the world's number two player in the laser printer market, Samsung -- as a big brand premium name -- is huge to have in any company's portfolio," he says. "In addition, not only is Samsung's pricing very aggressive, but we also have access to the full Samsung printer range, including both hardware and consumables."

Both Kuhn and Green believe Samsung's range of laser and colour laser printers and multi-functional peripherals (MFPs) currently have the greatest potential for the channel.

"The relationship will be very profitable for our channel, since it enables our dealers to purchase Samsung printers and consumables at a very good cost price and actually make some money -- which was very difficult with the direct approach of other vendors," Kuhn adds.

"The appointment is effective immediately with all branches having access to the full range of Samsung printers and consumables, and stock will be held in our Cape Town and Durban branches."

According to Kuhn, all after-sales service and support requirements will be catered for by Samsung's own service centre, which can be reached toll-free at 0860-SAMSUNG (0860 7267864).

- For Sales, Accounts & Marketing please contact 011 203 1000
- Fax number 011 203 1457
- For technical repair service, the Rectron National Technical Hot Line number is 0861 135 936



Environmentally-friendly

Finally, Rudolph adds that the relationship with Samsung is also meaningful for the environmentally-conscious Rectron in a less business-oriented way.

"For users increasingly concerned about 'green' issues, Samsung has been acknowledged by Greenpeace as the world's top environmentally-friendly electronics manufacturer in its 'Guide to Greener Electronics' at www.greenpeace.com," he says. "Samsung's big-brand name and green credentials point to a long-term win-win relationship for both companies."

With R1, 54 billion in revenues in 2007 and having just completed a R30-million revamp of its Midrand head office, Rectron distributes such leading global brand names as Intel, Microsoft, Toshiba, Gigabyte, Logitech, Panasonic, Sony, Asus, Transcend, and LG. The company employs 350 personnel and has been named one of South Africa's "Best Companies to Work For" (Corporate Research Foundation 2005/2006/2007).

Besides being Microsoft's Distributor of the Year in 2005 and 2006, Rectron has received Intel awards for outstanding achievements in 2006 and 2007. Last year, Computer Reseller News (CRN) recognised Rectron as a Distributor of the Year in its 2007 Outlook Awards, an accolade that adds to a succession of key CRN awards every year from 2003 to 2007.