

ASBIS Group presented own brands portfolio at IFA 2022 in Berlin



Berlin, Germany Sep 15, 2022 ([Issuewire.com](https://www.issuewire.com)) - [ASBIS Group](https://www.asbisgroup.com), a large international holding engaged in the distribution of IT products, presented its own brands to European customers at IFA 2022 in Berlin: AENO - smart home appliances, Canyon - mobile and PC accessories and wearables, Lorgar - professional gaming solutions, Prestigio - consumer electronics, and Perenio - home and office control systems.

ASBIS Group considers the exhibition a window to showcase its own brands' products and an important occasion to exchange with industry insiders. Joining the IFA is also an important step for the brand's global development.

Visitors to IFA enthusiastically studied the presented devices, actively consulted with experienced and competent specialists of the ASBIS own brands International Sales Department (Regions DACH, BeNeLux, UK, IBERIA): Lucio Lascaray, Irina Anoshina, Hamish Munton, and Ritesh Badal. During IFA, a series of business meetings and negotiations were held, which can serve as the beginning of new

fruitful cooperation. ASBIS Group attracted the attention of more than 150 potential partners, including world leaders.

«ASBIS Group is constantly pushing boundaries to create products that help improve the lives of consumers by evolving and adapting to their needs. IFA provides outstanding opportunities to get closer to our customers in the vibrant western European market, build ever stronger relationships with partners, and leverage exciting new opportunities», - comments ASBIS own brands International Sales Director Sergey Esenin.

Of particular interest to the audience was the innovative premium eco-friendly smart heater from the AENO brand, which uses combined infrared and convection technologies, as well as an energy-saving function that allows the consumer to save up to 50% of electricity costs for the entire heating season. The multimedia device Prestigio Click&Touch 2, which has already won the prestigious Red Dot Award, made a splash.

At IFA, ASBIS also presented products from the new LORGAR brand – high-quality gaming devices for advanced gamers – which is scheduled to launch at the end of September. The LORGAR product matrix includes keyboards, mice, headphones, webcams, gamepads, gaming chairs, and accessories. Exhibition visitors were the first to see the brand's products even before they went on sale, and bloggers who were at the exhibition showed particular interest in cooperation.

At the moment, ASBIS own brands' products are sold in more than 30 countries. By the end of 2022, ASBIS plans to expand its presence in the markets of the UK, Ireland, Finland, Sweden, Norway, Denmark, Germany, Austria, Switzerland, Belgium, Luxembourg, the Netherlands, France, Spain, Portugal, and Italy. ASBIS Group is already successfully cooperating with major distributors in DACH, BeNeLux, UK, and IBERIA. ASBIS's commitment to a "Customer First" approach and exceptional product quality will ensure strong demand and sustainable brand growth in the regions of Western Europe.



Media Contact

ASBISc Enterprises PLC

v.maltseva@asbis.com

+35725257350

Kolonakiou 43, Agios Athanasios

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