

emporia partners with Effective Distribution Ltd for distribution in Ireland
European mobile phone brand for retirees is now available to Irish retailers

26 February 2020: Austrian-based mobile phone and telecoms brand *emporia* has appointed Effective Distribution Ltd (EDL) in Ireland for distribution of all its retiree-focused handsets.

The new distribution deal follows the leading European mobile phone brand's expansion into the UK and Ireland markets at the start of 2020; bringing total number of operating countries for *emporia* to 32.

Chris Millington, the UK and Ireland MD of *emporia* says: "This is an exciting time for *emporia* - we have ambitious goals in Ireland for this year to reach Irish seniors, and partnerships like this are crucial to our success and growth."

"We're proud to partner with EDL in the Irish market as they fully understand our audience and brand proposition, and I'm looking forward to a long-term partnership with Damian and the team. EDL are extremely credible in the retail channels and completely align with our strategy. They have the experience to expand our distribution territory and help drive sales for *emporia* in this key market. Their leading position will enable a greater number of retailers in Ireland to stock our range of corded and cordless phones, feature phones and smartphones, bringing connectivity and simplicity to retirees across the country," adds Millington.

The new distribution partnership is effective immediately and will see *emporia's* devices and phones now available to retailers in Ireland.

Damian Grant, MD of EDL says: "Being the distributor for *emporia* in Ireland is an honour. We're delighted to be working with a brand with such heritage, popularity, and specialism in the retiree demographic. The range of telecoms products make a great addition to our expanding electrical products portfolio. We look forward to building *emporia's* presence with retailers and customers in Ireland."

For more information on *emporia's* products, please visit: www.emporiatelecom.ie

To contact EDL about retail opportunities with *emporia's* phones, please contact EDL on 01-8241688/01-8241686, or email orders@edl.ie.

ENDS

About EDL

Effective Distribution Ltd was formed in 2000 and has grown in that time from a focus on mobile phone devices into homes telephony, and into the broader arena in the home products for many well-known brands. The company operates from Dunshaughlin and provides 7 days a week next day delivery service.

ENDS

Notes to editors:

About emporia

Emporia is an Austrian company that develops, manufactures and markets mobile telephones, smartphones and apps specially designed for the older generation, and it is the technology leader in this segment. emporia's products also include a wide range of accessories and landline telephones. Founded in 1991, emporia now operates in more than 30 countries around the world. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs 100 people and its head office is located in the city of Linz on the banks of the Danube.

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