

DASCOM Announces New Africa Partnership with Talk Technology

Basingstoke, 22nd January 2015

Leading vendor of lighting and print solutions signs distribution partnership with new IT distributor Talk Technology

DASCOM today announced that it has signed a distribution agreement with Talk Technology, the specialist print technology distribution and channel services company, to deliver its print solutions across Africa.

The agreement is aimed at increasing DASCOM's business in Africa and forms part of the company's strategy to focus on channel investment and partner empowerment. This new partnership builds on DASCOM's regional growth strategy based on local partners in place and re-certify support. It will greatly benefit the African end-user customers – securing support for products previously purchased as well as providing cost-effective support on new sales.

Under the new deal, Talk Technology will also pick up management of warranty programs on DASCOM sales previously executed by Westcon, who are exiting their DASCOM distribution agreement.

According to Mustafa Tanay, General Manager of DASCOM GB Limited, the company has partnered with Talk Technology because of its experience in the African market and detailed knowledge of its business, and growth plans in the next five years.

"DASCOM is very excited to be working with Talk Technology, their management has a great track record for building channels to support the delivery of our solutions," said Mr. Tanay. "Talk Technology has in-depth knowledge of the local landscape and will be positioning Dascom investments in a dedicated well trained partner base."

Talk Technology will distribute the complete DASCOM range including Banking printer solutions.

John Spreadborough, Director of Talk Technology, believes the African IT channel will benefit from this agreement, enabling the regional partners to build a highly beneficial support services business.

"We are focused on bringing DASCOM technology to our highly skilled reseller base and supporting their own customer development initiatives with our pre and post-sales and warranty management services. This partnership represents a new development in the African channel for DASCOM and we expect our partners will benefit from this refreshing new program of training and support."

The distribution agreement will take effect on January 20th, 2015 with immediate benefits to both resellers and their customers.

About DASCOM

Established in Hong Kong, **DASCOM Group** was founded in 1988.

Today, DASCOM is a private conglomerate operating an array of business focuses;

- Developer, manufacturer and provider of enterprise printing solutions
- System integrator, Distributor, Service Provider of Unix solutions.
- Service Provider of value-added services for various telecommunication carriers

Located in Ulm (Germany), **DASCOM Europe GmbH** is the European headquarters and was founded May 2009. We market the full range of serial, passbook, mobile and thermal printers under the 'Tally' or 'Tally Dascom' brand names.

Based in Basingstoke, **DASCOM GB Ltd.** is a subsidiary of DASCOM Europe, and, supports sales operations for the UK, Ireland, Scandinavia, Benelux, Middle East and Africa regions.

Whether you print bar codes, labels, bills of lading, invoices or other critical documents, we offer the advanced technology and custom solutions that keep your business running. Our products are used in most major industries including banking, logistics, retail, healthcare, automotive, manufacturing, telecommunications, government, public safety, aviation, transportation and warehousing/distribution.

About Talk Technology

Based in Hampshire, UK, Talk Technology is committed to delivering world class, cost effective solutions across Africa through its expert logistics organisation. Our focus is on solutions that deliver the print industry's lowest total cost of ownership with maximum reliability and up-time. We provide expert support for our reseller base with vendor backed training solutions as well as a dedicated sales team based in Africa to support our partners. Talk Technology is a trade only distribution company.

For further information, see www.dascom.com and www.talk-tec.co.uk or contact:

Michael Ried

DASCOM Europe GmbH

Heuweg 3

89079 Ulm

Tel: +49.731.2075-573 - Fax: +49.731.2075-564 - MRied@dascom.com