

## Peripherals Good Niche for Europe-Wide Distributor

**D**anish distributor EET (Info#106) has developed a strong business in the Nordic region selling products such as memory, CD-ROMs, HDDs, networking products, and digital cameras. Henrik Hammer, director of exports, says, "Peripherals is the best way to describe our business." In addition, EET carries spare parts for vendors like HP and Canon.

Hammer believes that the two product lines (peripherals and spare parts) create a powerful synergy for his company. "With our unique specialty," he says, "we are able to add value for our customers." According to Hammer, EET offers customers a four-step service: pre-sales advice, sales, after-sales support, and spare parts for



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repairs. EET first branched out of its Nordic stronghold when it acquired Danish company IT Distribution, which had a subsidiary in Spain. The company currently has subsidiaries in Denmark, Sweden, Norway, and Finland. And this September, it will open subsidiaries in France and Italy. Outside of these countries, EET serves major European markets from its export department, based in Denmark.

Hammer points out that parts and peripherals are particularly well-suited for Europe-wide distribution. He says, "They are the same in every country, with the same part numbers, warranties, etc. They are not like printers, systems, and software, which have to be localized."

Hammer boasts that EET can serve customers throughout Europe as if they were around the corner. Through a special agreement with TNT, his company can deliver orders received by 4 p.m. on one day by 12 p.m. on the following day. The Danish export office has salespeople who are natives of the countries with which they do business (e.g., a salesperson from Germany sells to customers in Germany), and the transactions are performed in local currencies. The result, according to Hammer, is that customers feel like they are buying from local distributors. ■