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DISTREE EMEA 2017 Diamond Award winners announced after online vote by distributors

Hundreds of distributors from across EMEA selected the outstanding brands by product category at DISTREE EMEA 2017. Online voting took place immediately after the event

PARIS, MONACO – The global DISTREE Diamonds award series for consumer technology brands continued at DISTREE EMEA 2017. The recipients of DISTREE Diamond Awards were determined using online voting from distributors and channel partners that participated at this year’s DISTREE EMEA consumer tech channel event in Monaco from February 21st to 24th.

Liam McSherry, Marketing Director for DISTREE Events, said: “DISTREE EMEA featured 120-plus brands with innovative products and go-to-market strategies that appealed to participating channel partners. The DISTREE Diamond Awards enable distributors to reward the brands that impressed them most at this year’s show.”

During the event, attending distributors and channel partners were asked to assess exhibitors on a range of factors including product portfolio, product roadmap, channel programme, business potential, go-to-market strategy and the quality of meetings and interaction at DISTREE EMEA 2017.

They were asked to consider all these factors when selecting winners across 18 product categories using the online voting form. The full list of winners for the DISTREE Diamond Awards is as follows:

DICOTA – Bags & Cases
KAPTIVO – Business Solutions & Services
TUNCMATIK – Charging & Power Solutions
AMD – Components
PLAYSEAT – Gaming & Gaming Accessories
AFTERSHOKZ – Headphones
IRIS – Imaging & Printing
REBOON – Mobile & Tablet Covers
SANDBERG – Mobile Accessories
ELARI – Mobile Phones
TRENDNET - Multicategory
MANHATTAN – PC Peripherals & Accessories
POCKETBOOK - PCs, Tablets & E-Readers
SMANOS - Smart Home & IoT
IMMOTOR - Smart Tech, Toys & Connected Devices
BOOMPODS - Speakers
SILICON POWER – Storage
PANZERGLASS - Tablet Accessories

“Channel partners attending DISTREE EMEA 2017 spent three days meeting exhibitors, discussing business opportunities, learning more about their products, and assessing their plans for 2017 and

beyond. These partners were then given the opportunity to recognise companies that they truly believe excel in a product category,” added McSherry.

The DISTREE Diamond Awards serve as recognition for companies that offer a compelling channel proposition. Selected by channel partners, the DISTREE Diamond Awards are a hallmark of quality in terms of go-to-market strategy for brands that are selected to receive an award.

Prior to DISTREE EMEA 2017, all participating brands were invited to select a maximum of two DISTREE Diamond categories they wished to enter. The online voting by distributors and channel partners took place from March 2nd to March 7th 2017.

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is a Paris-based company owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than a decade, gathering more than 10,000 senior executives from 160 countries during that time. DISTREE Events spans the entire EMEA region, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London and Singapore. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

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