

Press Release

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ALLTRON new distribution partner for Doro in Switzerland

Doro, leading developer and manufacturer of easy to use telecommunication solutions announces new distribution partnership with Alltron AG in Switzerland. This cooperation marks another important step for Doro in its expansion into the European markets.

Alltron AG is one of the leading Swiss distribution specialists for telecommunication products and solutions. Alltron focuses on three target groups: value-added resellers, e-tail and retail. Beside its current Telecom, Home Automation, IT and CE range, Alltron will now be able to provide even more solutions for the older generation and serve a growing demand in Switzerland.

Doro has been selling telecommunication products for more than 38 years. The devices are developed in close cooperation with its potential users and Doro has already received many awards for their design and is global market leader in this segment*.

“Thanks to its large customer base and its expertise, Alltron is an optimal distribution partner for Doro. We are very confident that this partnership will contribute to further develop Doro business in Switzerland. We are looking forward to a successful collaboration“, says François Jacob, Regional Manager DACH at Doro.

“As a distribution specialist, we aim for offering an attractive and well balanced portfolio to the market that fits the demand of our customers. Doro’s devices and software are optimal for the customer segment aged 65 and up – now we are able to offer a tailor-made bargain for this target group“, confirms Philipp Maurer, Director Alltron Solutions of Alltron AG.

*According to GfK 1/2013, Doro has been number one regarding mobile phones for seniors in 2011 – in Germany, Great Britain, France and some more European countries.

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About Doro

Doro AB is a Swedish public company formed in 1974. It released its pioneering ‘easy-to-use’ mobile phone in 2007 & today is the global market-leader within the category. Doro products & solutions are available in thirty countries spanning five continents. These include; mobile phones & smart devices, applications & software, fixed line telephony, telecare & mobile health solutions. Doro removes barriers to adoption of new technologies & holds numerous international awards in recognition of its product designs & innovations. Doro shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Revenues of SEK 837.5 million were reported for 2012.
www.doro.com

About Alltron

Alltron AG operates in the wholesale sector. Of its comprehensive product range, it holds over 40,000 items, ranging from IT, CE, Telco and Electro, in stock for immediate delivery. Its strengths include its comprehensive technical support as well as its provision of logistical services on behalf of resellers. Under the brand «Alltron Solutions» the company is offering value-added distribution including workshops and specialised support. Alltron AG, which is part of the Competec Group, has its registered head office in Mägenwil, AG, and sells its products to value-added resellers, e-tail and retail.

<http://www.alltron.ch>

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