Esquire sees sense in Hisense

Hisense SA, the leading electronics and white goods manufacturer and global giant, announced the signed Esquire Technologies as a distributor for southern Africa.

Esquire Technologies is an international award winning company and one of the leading distributors in southern Africa of IT, mobility, digital and consumer lifestyle products from international vendors, with branches in Midrand, Durban, Cape Town and Port Elizabeth.

Said Asgar Mahomed, MD of Esquire Technologies "Hisense produces LED TV's, smart phones, tablets, refrigerators, washing machines and air conditioners, among other products. The signing of this distribution deal is in line with our drive to aggressively increase our product line, going way beyond distributing computer products – which is how we started off 15 years ago.

"The alignment with Hisense makes perfect sense. It not only expands our product offerings, but it also moves us strongly into the consumer and digital lifestyle products market. We have been appointed to distribute the full range of Hisense products via our reseller channel and the Virtual Reseller Network (VRN)."

The VRN is a world's first, with over 500 resellers that are plugged" into the Esquire's back-end to trade with their own e-commerce websites.

Marketing Manager for Hisense SA, Nicky Taylor, said that the agreement between Esquire Technologies and the world leader in flat-panel TVs and household appliances further expands the company's footprint in Southern Africa giving them a leading advantage of making product available to a

growing market. "With our newly launched export division as well as our capacity to supply 400 000 TVs and 400 000 fridges annually, we are well prepared to service both our export and local markets, which remains our core market.

"The recent R350million investment into our local Atlantis plant will enable us to better service and expand on our channel marketing strategy and we believe Esquire Technologies, with its expertise as a broad-based distributor and its access to multiple channels - including its VRN - is a perfect fit."