

## **Epson Australia appoints Vantex as a Business Systems distributor**

Epson has enhanced its Business Systems distribution channel adding Vantex Technology Distribution as a national distributor.

With a renewed focus on its complete POS printer product range, Epson is looking to increase market penetration in its established sales channels and develop and increase sales in its non traditional markets.

Epson's Business Unit Manager, Craig Heckenberg, said Vantex is one of the largest distributors of POS systems and provides well established distribution networks for Epson products.

“Vantex adds some natural strengths to our channel that will help us maintain and grow our market leading position in POS printers and other business systems,” Mr Heckenberg said.

“With distribution centres in Brisbane, Sydney and Melbourne, Vantex is a welcome addition as an Epson channel partner.”

Vantex is a wholly owned subsidiary of Provenco Group (NZX:PVO) and is the largest distributor of point-of-sale (POS), barcoding and Mobile and Wireless equipment in the Asia Pacific region.

Matt Maley, Managing Director of Vantex Technology Distribution, said the partnership represented a valuable opportunity for both companies to expand business across Australia.

“Vantex continues to strengthen its position and expertise in Australia. We've worked hard to build a reputation for local knowledge, extensive networks, reliability and the ability to make things happen. We're now thrilled to partner with Epson across its POS product portfolio,” Mr Maley said.

Vantex joins Pos Pos, DH Technology and Unique Micro Design as authorised Epson distributors for the Australian market.