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Talking Excellence

OnePlus appoints Eurostar Global Electronics as Official Distribution partner in the UK

OnePlus, a leading global mobile technology company, today announces it has appointed Eurostar Global Electronics as Official Distribution Partner in the UK.

Eurostar Global Sales and Purchasing Director Brett Watmough commented: “Eurostar are delighted to add OnePlus to our product portfolio. OnePlus is an incredibly exciting brand and we will be able to build on their already impressive B2C success. As “Distributor of the Year” Eurostar look forward to promoting the products into our extensive industry-leading B2B customer base.”

“The UK is a key market for OnePlus, and we’re pleased to have Eurostar Global Electronics working with us,” Tuomas Lampen, Head of European Strategy for OnePlus, said. “2020 has seen us bring our Never Settle product experience to new customers, creating more affordable devices like OnePlus Nord, OnePlus Nord N10 and OnePlus Nord 100 to sit alongside our flagship OnePlus 8 Pro and OnePlus 8T, and with Eurostar, we are excited to introduce the OnePlus experience to even more people.”

OnePlus is a global mobile technology company challenging conventional concepts of technology. Created around the “Never Settle” mantra, OnePlus creates exquisitely designed devices with premium build quality and fast and smooth user experience.

Since its inception in 2013, OnePlus has evolved and matured organically, due largely in part to its passionate community of users who have championed the brand across the globe. The brand boasts a highly engaged community of fans, including 13 million forum members from more than 183 countries, who guide all OnePlus new product development through their feedback.

Eurostar Global Managing Director Peter Carnall commented; “OnePlus deliver that all important combination of value for money, premium build and specification on devices without any compromise on brand recognition.

If anything, OnePlus has a brand that represents the “smart” choice. There is a seriously cool message from OnePlus, that through careful range and a product development, shaped by community engagement has carved a real niche in the mobile arena. OnePlus has solid foundations, a great future ahead of it and Eurostar are thrilled and focused on being a successful part of their journey.”

Steve Hankey, Head of Commercial and Vendor Management added, “I am absolutely delighted and incredibly excited to be able to bring OnePlus to the Eurostar portfolio. We have been watching OnePlus closely over the last 12 months and have been singularly impressed with the level of quality and innovation that the brand has produced.

From a technical point of view its Warp Charge charging capabilities and signature fast and smooth display experiences, coupled with its extremely competitive pricing structures, make OnePlus a very attractive proposition to consumers indeed. It is no wonder that OnePlus has rapidly established an extremely loyal fanbase across the world and myself and the rest of the Eurostar team are eagerly looking forward to helping the brand on its next evolutionary journey in the UK.”

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For all media information, photo-opportunities and images, please contact:

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Notes to editors:

- Eurostar Global is a growing SME which promotes, distributes and supports leading manufacturer brands of wireless consumer electronics and accessories in the UK and across the globe.
- Established in 2007 and based in Newcastle-under-Lyme in Staffordshire, the company currently employs over 60 full-time staff and achieved a turnover of £103m in 2019/20..
- The company values of common sense, fairness, trust, transparency, confidentiality, honesty and integrity form the ethics on which all business partnerships are built, with the aim of establishing Eurostar Global as the leading UK and international distributor and online retailer for branded wireless devices.

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