



Ingram Micro expands partnership with Newland across EMEA

With the agreement, Ingram Micro expands its partnership with Newland EMEA by becoming a pan-European distributor for the rapidly expanding vendor.

18 May 2022 - Ingram Micro and Newland EMEA announce that after a successful partnership in the UK and Ireland for the past 2 years, both companies have agreed to expand their relationship across the whole of Europe, Middle-East and Africa.

This new expansion agreement allows both companies to strengthen their strategic partnership, opening new opportunities for both. For Ingram Micro, the new partnership means a stronger DC/POS vendor line card responding to the growing demand for technology solutions. For Newland, having a pan-EMEA distribution partner will greatly expand their partner and customer reach.

Peter Sliedrecht, CEO at Newland: "After a wildly successful partnership in the UK for both sides, we are excited to expand that partnership across the whole EMEA region. In the ecosystem we are building in EMEA, Ingram Micro fits perfectly, as we have seen in the UK, and we look forward to seeing it continue to grow and flourish across EMEA. At Newland EMEA, our strength is to simplify AIDC products, including our new wearable line, Nwear, to the level of a commodity with excellent quality at a competitive price, accessible to everybody! By expanding our partnership with Ingram Micro, we are opening capillaries of the DC/POS distribution network, which we couldn't reach by ourselves. So, for us, partnering with the biggest and best was, the only option and we know that Ingram Micro / Newland is an excellent choice!"

With this agreement, partners will have access to Newland products and solutions including its new line of wearable devices, Nwear, stationary & handheld scanners, mobile computers, micro kiosks and tablets. At the same time, taking advantage of the Ingram Micro expertise in providing DC/POS solutions through its dedicated team of specialists across EMEA.

Mark Cheetham, Director of DC/POS at Ingram Micro: "We are very excited to add Newland to our broad DC/POS portfolio across EMEA. With Newland's comprehensive and highly innovative range of autoID products, they are a great addition to our broad portfolio. Leveraging our specialist team of over 200 specialists across 31 countries in EMEA, we look forwards to giving our partners access to this fast growing brand."

Using Newland's wide range of AIDC technology combined with the Ingram Micro services and solutions, partners can rapidly respond to the growing demand for digital transformation. Ingram Micro is offering a range of services and solutions including professional services to help rapidly deploy mobile devices and tailored financial solutions to help secure business growth and profitability.

About Newland

Established in 2009, Newland EMEA (Newland Europe BV) makes scanning simple. Newland is the 4th largest AIDC manufacturer worldwide and one of the fastest growing vendors in the global AIDC industry. Newland creates 1D and 2D data capture & collection devices accessible to businesses of all shapes and sizes.

Newland's product range consists of stationary & handheld scanners, mobile computers, micro kiosks and tablets, and OEM scan engines. Newland products are built from the ground up and are all based on our UIMG image technology and 2D decoder chip.

Headquartered in Culemborg, the Netherlands, Newland EMEA supports local teams across Europe, the Middle East, and Africa offering products and services locally in 35+ countries.

About Ingram Micro

Ingram Micro is a global leader in technology and supply chain services offering technology solutions enabling business partners to operate more efficiently and successfully in the markets they serve through its 198 logistics and service centers worldwide.

Ingram Micro has been investing and growing its Technology Solutions including the Data Capture and Point of Sale division. With now over 200 DC/POS specialists across EMEA, combining a dedicated central management team with strong local expert teams across 31 countries, Ingram Micro is enabling partners to deliver solutions to customers by offering a wide range of solutions and services to help them fully realize the promise of technology.



Mark Cheetham,
Director of DC/POS
at Ingram Micro



Peter Sliedrecht,
CEO at Newland