

## PartsGroupEurope GmbH expands to Northern Europe



*Markus Ekeroth CEO of MK Computer Electronic Nordic AB*

(Böblingen, January 11th, 2022) PartsGroupEurope GmbH, one of the largest networks of manufacturer-authorized spare parts distributors in the IT industry, is consistently continuing its expansion. As the youngest member of the EMEA-wide network of special distributors, the newly founded branch of MK Computer Electronic Nordic AB in Malmö (Sweden) on January 01, 2022 extends the nationwide presence of the community in Europe, Middle East & Africa.

"By integrating the newly founded company in Sweden, we will be able to serve the needs and requirements of our northern European customers and partners even more directly and locally in the future," says Andreas Kunze, CEO of PartsGroupEurope GmbH.

"In particular, the decades of experience and the special expertise of the appointed managing director Markus Ekeroth enables a direct and unbureaucratic start in the region, which is becoming increasingly important for us," Kunze continues.

From the base of the MK Computer Electronic Nordic AB in Malmö (Sweden) they will now expand step by step by the other neighboring countries of the entire Nordic region (Denmark/Finland/Norway). The aim here is, in addition to the local presence of the individual sales organizations, to be able to

process orders with a high urgency directly and immediately, in the interests of the customer, by providing appropriate local storage and logistics centers also.

"Evaluations by M.K. show that 88 percent of potential customers search online for local products and solutions before deciding on a supplier. It is therefore extremely important that providers of IT spare parts have an optimal online presence for each individual location," comments Markus Ekeroth, Managing Director of MK Computer Electronic Nordic AB Sweden.

"Together with my team, I will help Nordic companies to manage their computer and printer spare parts needs, so that they can optimally serve their customers and maintain a high level of service," Ekeroth continues.

### **About PartsGroupEurope GmbH**

PartsGroupEurope GmbH (PGE) was founded in 2008 with the goal of an EMEA-wide presence. Due to the demands of multi-national customers and the increasingly global orientation of the IT- manufacturers, the network of authorized distributors offers a multitude of advantages. In addition to direct and local market access, it ensures maximum availability of the required spare parts in all areas and regions all over the network. PGE is now present with its partners in more than 75 countries in the EMEA region and, as an authorized distributor, sells spare parts for more than 25 well-known manufacturers in the global IT-industry.

In addition to classic sales, the partners of PGE also carry out the entire guarantee process for the individual IT manufacturers in many countries.

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