

ASBIS Group presented own brands portfolio at IFA 2022 in Berlin

PUBLISHED SEP 15, 2022
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ASBIS Group, a large international holding engaged in the distribution of IT products, presented its own brands to European customers at IFA 2022 in Berlin: AENO - smart home appliances, Canyon - mobile and PC accessories and wearables, Lorgar - professional gaming solutions, Prestigio - consumer electronics, and Perenio - home and office control systems.

ASBIS Group considers IFA a window to showcase own brands' products and an important occasion to exchange with industry insiders. Joining IFA is also an important step for the brand's global development.

Visitors to IFA enthusiastically studied the presented devices, actively consulted with experienced and competent specialists of the ASBIS own brands International Sales Department (Regions DACH, BeNeLux, UK, IBERIA): Lucio Lascaray, Irina Anoshina, Hamish Munton and Ritesh Badal. During the IFA, series of business meetings and negotiations were held, which can serve as the beginning of a new fruitful cooperation. ASBIS Group attracted the attention of more than 150 potential partners, including world leaders.

«ASBIS Group is constantly pushing boundaries to create products that help improve the lives of consumers by evolving and adapting to their needs. IFA provides outstanding opportunities to get closer to our customers in

vibrant western European market, build ever stronger relationships with partners and leverage exciting new opportunities», - comments ASBIS own brands International Sales Director Sergey Esenin.

At the moment, ASBIS own brands' products are sold in more than 30 countries. By the end of 2022, ASBIS plans to expand its presence in the markets of the UK, Ireland, Finland, Sweden, Norway, Denmark, Germany, Austria, Switzerland, Belgium, Luxembourg, the Netherlands, France, Spain, Portugal and Italy. ASBIS Group is already successfully cooperating with major distributors in DACH, BeNeLux, UK, IBERIA. ASBIS's commitment to a "Customer First" approach, exceptional product quality will ensure strong demand and sustainable brands growth in the regions of Western Europe.

AENO - an ecosystem of smart devices and a unique environment for everyone

AENO is a young brand of smart home appliances. The product portfolio includes cleaning and cooking appliances: air purifiers, heaters, steam mops, robot vacuum cleaners, blenders, ovens, kettles, electric grills, toothbrushes.

At IFA 2022, the audience was especially interested in the innovative premium eco-friendly smart heater AENO, which uses combined infrared and convection technologies. An energy-saving heater can help you save up to 50% on energy costs over the entire heating season. The AENO heater works without blowing air or raising dust. It doesn't produce pollutants, odors or noise.

All models of AENO household appliances have a laconic design and are created in the same style. The aesthetics of technology are inseparable from its functions: all devices work together in a single ecosystem that provides access to individual settings. The AENO app allows consumers to control home appliances with your smartphone, manually or with voice assistants, and integrate home appliances into various automation scenarios.

Prestigio - advanced innovations

Prestigio, the consumer electronics brand for home, education and business, made a splash with the introduction of the Prestigio Click&Touch 2 multimedia device, which has already won the prestigious Red Dot Award.

Prestigio Click & Touch 2 combines a keyboard with physical buttons and touch sliders, a touchpad and a computer mouse, and can also connect to any device: tablet, smartphone, PC, smart TV, game console and interactive panel. TouchOnKeysTM technology allows to complement a traditional keyboard with touchpad functions - the system itself recognizes user actions and switches between keyboard and touchpad mode automatically.

LORGAR - professional solutions developed by experienced gamers

At IFA 2022, ASBIS presented the products of the new LORGAR brand, which is planned to be launched at the end of September. The LORGAR product matrix includes keyboards, mice, headphones, webcams, gamepads, gaming chairs and accessories.

Visitors to IFA were the first to see the brand's products even before they went on sale, and the bloggers who were present at the exhibition showed particular interest in cooperation.

Devices LORGAR were developed by experienced gamers, that's why they have strong shapes, functional features and hi-end technologies inside. Advanced software Lorgar GURU with lots of adjustable features collects all devices in one eco-system.

Canyon - smart gadgets that match the trends of the younger generation

The portfolio of Canyon Accessories includes more than 250 products: mobile and PC accessories, wearable devices such as smart watches and fitness trackers, and gaming solutions.

The brand's products are designed for young lovers of urban culture, people of the big city, and those who strive for innovation. Canyon motivates the younger generation to be themselves, regardless of body shape, skin color or gender, and change this world for the better - their creativity, their history, their eco-responsibility, tolerance, humanity, desire to help and share, their reasonable consumption - it is a very valuable contribution to this world.

Perenio - innovative technologies

Perenio - integrated solutions in the field of managing rooms and buildings using IoT, presented Ionic Shield Cold Plasma Emitter with CoV capsule of complex metal ions. The Device intends to significantly reduce and suppress the level of viral concentration in the enclosed area of application (air and surfaces), as tested and confirmed by accredited laboratories. The Device emits complex groups of negative and positive ions of Mg, K, Pt, Au, Zn, H and is developed to be used by human beings for significant reduction of the viral load caused by known coronaviruses.

Press release distributed by Wire Association on behalf of ASBISC Enterprises PLC, on Sep 15, 2022. For more information subscribe and follow us.

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