



PRESS RELEASE

Littlebit Technology and Targus enter into distribution partnership for the Swiss, German and Austrian markets

Hünenberg, 22.03.2024 – Littlebit Technology, a leading IT distributor in the DACH region, is expanding its portfolio with [Targus](#), a leading global provider of laptop cases and technical workplace accessories. In the future, Littlebit Technology will distribute Targus products in the DACH region, making the American manufacturer's innovative and high-quality solutions available to sales partners in the region.

Whether laptop cases, tablet sleeves or docking stations for practically all leading manufacturers – Targus products inseparably combine intelligent design, quality and sustainability. Perfect for users who want to be optimally equipped and well protected when travelling. The Targus range is complemented by smart accessories such as an ambidextrous, ergonomic mouse or solar-powered keyboards made from recycled materials. Targus was honoured as a "CES® 2024 Innovation Awards" winner for its particularly environmentally friendly "EcoSmart" products.

Christian Bork, Regional Sales Director Commercial Central & Eastern Europe at Targus: "We are delighted to be working with Littlebit to bring Targus products closer to our partners in the VAD and audio channel in Switzerland, Germany and Austria. Littlebit's reputation for excellence in distribution harmonises seamlessly with



Targus' commitment to delivering best-in-class solutions. This collaboration offers our partners a significant advantage and allows them easier access to our diverse product range. Targus is confident that our partnership with Littlebit will not only support the growth and profitability of our partners in the VAD and audio channel in these key markets."

For specialist dealers, system houses and resellers in Germany, Austria and Switzerland, this partnership not only means access to an innovative product portfolio, but also the security of an established distribution partner with extensive experience and a strong network - and last but not least, professional support from the experienced Littlebit Technology team.

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About Targus

For 40 years, Targus has been revolutionising mobile computing accessories for both large businesses and consumers, connecting people and technology in meaningful ways. From laptop cases and tablets to peripherals and universal docking stations, we continually conceive, design and manufacture innovative, productivity-enhancing solutions that make the complex simple and integrate seamlessly into the lifestyles of mobile professionals wherever they work - at home, in the office or on the go. Across categories, regions, industries and lifestyles, we offer a broad and deep product portfolio that gives you the solutions you need to live, dream and do.

As [the global leader](#) in docking stations, Targus has deployed more than **3 million** Universal Docking Stations in more than **12,000** organisations worldwide. More than 90% of Fortune 1000 companies use Targus products, and the company is the number one B2B universal dock (*third-party only*)¹ in the US.

Headquartered in Anaheim, California, Targus has 24 offices worldwide and distribution in more than 100 countries. Learn more about us at [Targus.com](https://www.targus.com), follow us on [Facebook](#) and [LinkedIn](#).

About Littlebit Technology

Littlebit Technology, headquartered in Switzerland, is a respected IT distributor and service provider serving the entire German-speaking region and the Benelux countries. With offices in Zug, Frankfurt, Vienna and Utrecht, the company represents a number of leading IT manufacturers and supplies IT products and solutions to the trade.

Our "[Expect a littlebit more](#)" corporate film.

¹Source: Circana, US B2B Reseller, Docking Stations Unit Sales, ending December 2023

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