

Littlebit secures official distribution rights for LG monitors and projectors

Hünenberg, February 2020 - Littlebit Technology has signed a distribution agreement with LG and is now an official LG partner. Thanks to the new partnership, premium quality LG business monitors are newly available at Littlebit Technology.

LG Electronics is focused on its growth in the information system products sector (ISP) and is expanding its presence in Switzerland, considering it an important market. To this end, the local distribution network is expanding through Littlebit Technology.



“Our state-of-the-art monitors with impressive high-performance IPS displays are able to meet the toughest of demands and are therefore perfect for the Swiss market,” says Frank Sander, commenting on the addition to its distribution partners. The Head of Marketing for LG ISP continues, “IT users in Switzerland expect top performance from their products in both their professional and personal environments. Our line-up of home office, professional and gaming displays delivers exactly this level of high performance and reliability.”

In order to offer targeted support for the Swiss market, Senior Key Account Manager Timo White is now available as a dedicated contact for local partners. White brings over 25 years of experience in sales to the post and has been at LG Electronics since 2009. “Switzerland is a major growth market for us – there’s a lot of potential for increasing presence and awareness of the LG brand. Consequently, it is our specific aim to expand our market share and to win both professional and personal users over with our products. A broad-based partner network is extremely important for us in terms of an effective market presence. Therefore, we are delighted to join forces with Littlebit Technology, who, as an official distributor, will make LG monitors available to even more customers.”

Company Profile

As an IT distributor and IT service provider, the Littlebit Group serves all German-speaking countries and the Benelux region with its branches in Zug (CH), Frankfurt (D), Paderborn (D), Vienna (A) and Utrecht (NL).

The company represents well-known manufacturers of IT components and peripherals and supplies their products to IT retailers. Littlebit Technology is a market leader particularly in the wholesale area, with storage devices such as SSDs and hard drives.

Press Contact

Littlebit Technology AG

Luzia Krieger

Bösch 83

CH-6331 Hünenberg

Tel. +41 (0)41 785 11 70

E-Mail luzia.krieger@littlebit-group.com

URL www.littlebit-group.com