

Region: Germany, Europe

Distributor: Alternate

Online Retailer: Alternate online

Competing Brands: D-Link, Linksys, and Netgear

TP-LINK AND ALTERNATE FORM STRATEGIC PARTNERSHIP IN EUROPE

TP-LINK, China's No.1 market share holder of SOHO networking products and ALTERNATE, Germany's leading online B2C distributor of PC components, are now cooperating to facilitate the proliferation of the TP-LINK brand across Europe. After three years of rapid development in the German market TP-LINK now joins the ranks of widely distributed brands D-Link, Linksys, and Netgear.



This is a big step for TP-LINK in the European market. Being distributed by such a large B2C IT supplier saves on cost and will bring TP-LINK's products to more homes and offices faster than more conventional distribution methods. This move will be sure to see TP-LINK at the forefront of the European networking and communications market in the near future.



ALTERNATE Computerversand GmbH is one of the leading mail order companies in Germany and B2C market leader in the sale of PC components. Since its founding in 1992, ALTERNATE has developed into a stable, medium-sized company with a strong turnover and several hundred employees. ALTERNATE is one of the most innovative companies in Germany. In 2001 it received the national Internet Award from the German Federal Ministry of Economics and Technology for the implementation of its state-of-the-art e-Logistics system.