

**Region:** Peru, South America

**Distributor:** Kroton

**Chain Store:** Maestro Ace Home Center

**Competing Brands:** D-Link and TrendNet

## TP-LINK AND MAESTRO ACE HOME CENTER BLAZING A TRAIL IN PERU



TP-Link and Maestro Ace Home Center are venturing into the Peruvian market. Maestro Ace Home Center is a member of the largest hardware cooperative in the United States, Ace Hardware Corporation, Oakbrook, Illinois. Since 2003, Maestro Ace Home Center has changed its commercial strategy which has helped it to achieve quick growth and allowed it to gain a great potential market. Seeing TP-Link's products as a means to further growth in the home improvement industry in Peru, Maestro Ace Home Center has added them to their stock.

MAESTRO ACE HOME CENTER is leading the retail business in Home Improvement in Peru. In Lima, the capital, they are the main providers for construction, remodeling and enhancement projects. They currently have six stores strategically located in the main districts in Lima with a total of 25,000 mt<sup>2</sup>. TP-LINK has



become one of the three biggest share holders in Peru. The other two brands are D-Link and TrendNet.

