



Press Release
– For immediate release –

Jöllennebeck GmbH now distributes Gioteck products

Jöllennebeck GmbH from Germany has made a successful name for itself in the market through its Speedlink brand. Now, the company also distributes products from the British electronics brand Gioteck.

Initially, the pan-European sales partnership will include some 20 Gioteck-brand products – including Xbox One and Sony PlayStation 4 accessories as well as a range of headsets. For the time being, the sales partnership will exclude France, Spain, Portugal and Italy.

“In Europe, Jöllennebeck GmbH is one of the leading manufacturers of office and entertainment accessories. And through our Speedlink brand we are present in over 30 countries spanning four continents. Through the inclusion of the Gioteck brand, we are delighted to expand our decades of experience gained through selling our Speedlink products. Gioteck’s range complements our portfolio perfectly, and also represents exceptional value for money”, said Jöllennebeck GmbH’s Dirk Schunk, Director Business Unit Speedlink. He added: “Initial Gioteck products arrived at our fully automated warehouse in Weertzen, Germany, back in May, from where we will manage their distribution to each market. We are also providing our sales force with extensive training on the new products.”

For the Gioteck management team, this partnership is the perfect opportunity to expand the company’s distribution network and generate new sales opportunities. “We have found a partner in Jöllennebeck GmbH with decades of experience in selling electronic goods. As a family-run business, Jöllennebeck GmbH is a company we can depend on completely. It has well-established and robust processes, decisions are taken quickly and it has a proven approach to quality in getting things done. We really look forward to working with them”, explained Matthew Lamprell, CEO of Gioteck, in his closing comments.

About Jöllennebeck

Jöllennebeck GmbH is one of Europe’s leading manufacturers of office & entertainment peripherals. Since its formation, Jöllennebeck has positioned itself very successfully in the PC, video gaming console and handheld accessories market. The product portfolio of its own brand SPEEDLINK® includes sound systems, headsets, mice, mousepads, keyboards, gamepads, joysticks and various other accessories. SPEEDLINK® products feature impressive cutting-edge technology combined with design excellence and outstanding functionality. Through SPEEDLINK®, Jöllennebeck is represented in over 40 countries worldwide.