

SDG: Merges Brands to Create Super-VAD

Written by Marco Attard
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Europe's largest privately owned IT Group, Specialist Computer Holding (SCH) unites all its EMEA distribution brands (ETC, Bestware, ISI, IQ-Sys, Interchange) under one name: SDG.

The company aims at making itself EMEA's number 1 specialist distributor brand, challenging the European level distributors like Avnet, Arrow and others.

Group Chairman and CEO, Sir Peter Rigby sees the rebranding as an important step, "...because we have traded as a variety of brands in different countries, our market positioning has not reflected the size, capability and added value of our combined businesses."

The new Managing Director of SDG will be Paul Eccleston (pictured) who will head the operation while he continues to run the UK.

As a leading partner with brands including IBM, HP, Lenovo, Citrix, VMware and Symantec, SDG now employs 650 staff throughout EMEA.

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