Written by Marco Attard
30 June 2017

EET Europarts plans to become a leading distributor of POS and Auto-ID with the acquisition of Heimdal, a French specialist distributor of in mobile automatic identification and logistics hardware.



The financial details of the deal are not available.

Heimdal has partnerships with Zebra, Brother and Motorola. It offers mobile terminals, bar code readers and printers. The acquisition sees a team of experienced Heimdal employees move to EET Europarts. In addition, Heimdal managing director Fabrice Fanget joins EET Europarts as Business Development Manager, POS & Auto-ID France.

"I am really impressed by EET Europarts´ business model. The company has succeeded in building a strong product and brand portfolio, that supports both the wide customer segment as well as niche customers," Fanget says. "EET Europarts is an acknowledged One-stop-Shop distributor, and this is really an impressive accomplishment. In my new role, as Business Development Manager for the POS & Auto-ID team at EET Europarts France, I look very much forward to bringing our long-time experience from Heimdal Distribution further, and being able to offer our customers the advantages of both EET Europarts´ One-stop-Shop assortment and its e-trade platform, as well as its state-of-the-art logistics set-up."

Go EET Europarts Acquires French POS Distributor