

EET Europarts Buys C2M/Intelware

Written by Bob Snyder
06 June 2018

EET Europarts buys the €40 million French distributor, **C2M/Intelware**, from the VIDELIO Group in France.

The acquisition is part of EET Europarts' international expansion strategy and is another step in the giant IT distributor building up its pan-European pro AV distribution business. It is safe to say no one else has bought more European pro AV distribution companies in the last few years than EET Group.



With this acquisition, EET Europarts takes over a team of 28 dedicated and experienced employees from the 30-year-old C2M/Intelware.

The C2M/Intelware offer is divided into 10 product families: flat screens, furniture and supports, video projectors, digital signage, interactive whiteboards, video conferencing, audio conferencing and presentation tools, projection screens and films, sound systems, connectors, and accessories.

Hervé de Galbert, member of the Executive Board and General Manager of VIDELIO says: “The sale of C2M/Intelware to EET Group will allow Intelware to continue its growth and maintain its

position as a value-adding Pro-AV distributor. We are confident that C2M/Intelware will flourish from EET Europarts' well-founded skills and impressive portfolio and their existing customers are in good hands with EET Europarts."

VIDELIO designs and deploys video solutions and services for private and public companies in France and around the world. This divestiture allows them to concentrate on their primary business-- and exit a very competitive distribution business where bigger is usually better.

"We have been very successful in performing acquisitions in the past, and we have demonstrated the ability to develop and grow the acquired business activities with our expertise, our business model, and our wide distribution network. With the acquisition of a large player like C2M/Intelware with €40 million in revenue, we strengthen our position within the Pro-AV area significantly", adds Søren Drewsen, CEO at EET Group.

Florent Berge, Managing Director of EET Europarts, says, "We are convinced that this acquisition will enable us to better serve our customers and develop our range of value-adding services. C2M/Intelware enjoys an excellent reputation in the industry and are an authorized distributor for highly respected brands such as Epson, Samsung, Casio, LG, Panasonic, NEC and more. The acquisition of C2M/Intelware will strengthen our product offering and sales expertise to existing EET Europarts customers of Pro-AV products and C2M/Intelware's customers will now have access to a much broader range of products in both the Pro-AV area and in all our other product categories".

EET Group distributes products under these 8 specific business areas: Server, Computer & Printer parts, Storage & Network, Mobile Parts & Accessories, Home Entertainment & Lifestyle Electronics, Surveillance & Security, Professional AV & Digital Signage, Point of Sale & Auto ID and Logistical Services.

EET Group was founded in 1986, and now has 28 sales offices in 25 countries across Europe under the commercial name EET Europarts. EET Group employs more than 575 employees, serves more than 43,000 resellers and handles more than 1.1 million deliveries per year.

Go [Intelware](#)

EET Europarts Buys C2M/Intelware

Written by Bob Snyder
06 June 2018

Go [Videlio](#)

Go [EET Europarts](#)