**Zoetermeer, July 1st 2017**

**PSL Europe and BrandCharger Ltd combine strengths!**

As of July 1st, PSL Europe and BrandCharger Ltd will cooperate in multiple strategic areas. PSL Europe will start selling the BrandCharger products via their distribution network throughout Europe and act as back office in The Netherlands. This will lead to support on finance, logistics and uniformity of delivery conditions. BrandCharger Ltd will act as the back office in Hong Kong/China for PSL and take care of logistics, allowing BrandCharger to focus more on their core business, which is product development.

“After the management buy-out we did not have access anymore to several supporting departments from our former mother company in Hong Kong. Therefore, we have been searching for strategic partners that would enable us access to those services again. We started with a European partner with stock keeping- and printing facilities and now with BrandCharger Ltd, we have found a partner that can help us operationally at their back-office in the Far East, and moreover, collaborate on product development.. This step enables us to have more focus on unique, own designed items again,” says Arthur Strijbos (CEO PSL Europe).

“Before, we were lacking certain key success factors to achieve the desired economy of scale for Brandcharger in Europe. By joining forces with PSL Europe we are confident we will create a stronger position in the European market. In particular by having local stock available, the professional distribution network from PSL Europe and improved delivery conditions, both existing and new distributors will profit from this new situation,” according to Ethan Ung, Vice President BrandCharger Ltd.

Mike Stas, sales director BrandCharger Ltd, will move to the office of PSL Europe in Zoetermeer, the Netherlands, and represent BrandCharger Ltd within the PSL Europe organization towards customers. “With this move I will be able to completely focus on servicing our customers with the right tools: stock in Europe and improved selling conditions. In short, my customers will directly profit from the new structure, ”says Mike Stas.

**About PSL**

PSL is a specialist supplier bringing you a selection of the most popular electronic items and the latest in technology. We offer the service to order from local inventory in Germany and the Netherlands or directly from the factories in China. This gives optimal flexibility in means of quantities, lead times, pricing and customization possibilities. Quality and safety are very prominent in our organization, therefore our marketed products comply with all EU standards and regulations. We supply our products exclusively via professional promotional products distributors.

**About BrandCharger Ltd.**

BrandCharger Ltd. creates unique charging and electronic products for the corporate gift market. Our recipe for that is a proper understanding of branding and functionality mixed with design skills. With a strong line-up of charging products, 13 industry awards, being the market leader for USB charging devices, we bring safe and high quality products to consumers at a rate of over 1.5 million units a year. We are committed to making sure all of the thousands of products we produce weekly, meet the highest safety and quality standards.

**More info**

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