

DISTREE EMEA 2020 Diamond Award winners confirmed after live vote by channel partners

Attending channel partners from across EMEA selected the standout tech brands across 15 product categories at DISTREE EMEA 2020. Live voting took place during the event's Gala Dinner at the Salle des Etoiles, Sporting Monte Carlo.

MONACO – The DISTREE Diamonds award series for consumer technology brands continued at DISTREE Europe, Middle East & Africa (EMEA) 2020 earlier this month. The recipients of DISTREE Diamond Awards were determined by live voting from distributors, retailers and channel partners during the Gala Dinner at this year's DISTREE EMEA consumer tech channel hosted buyer event in Monaco from February 18th to 21st.

Annelies HELMER, DISTREE Director, said: "DISTREE EMEA featured more than 70 tech brands with innovative products, solutions and go-to-market strategies that grabbed the attention of participating channel partners. The DISTREE Diamond Awards enabled channel partners to reward the brands that impressed them most at this year's show."

Prior to DISTREE EMEA 2020, all participating brands were invited to select the DISTREE Diamond categories they wished to enter, which were then allocated by preference. The live voting by distributors and channel partners took place on the evening of February 20th 2020 in Monaco.

During the event, attending distributors and channel partners were asked to assess exhibitors on a range of factors including product portfolio, product roadmap, channel programme, business potential, go-to-market strategy and the quality of meetings and interaction at DISTREE EMEA 2020.

They were asked to consider all these factors when selecting winners across 15 product categories. The full list of winners is as follows:

Audio: elari

2nd: Trevi

3rd: Cowin

Charging & Power: njoy

2nd: Duracell Charge - PSA Parts & Baseus (Joint 2nd)

3rd: Rain Forest

Mobile Accessories: Baseus

2nd: Philips Projection

3rd: Wenger

Cases & Covers: Wenger

2nd: Rain Forest

3rd: tomtoc

Smart Tech: Yale

2nd: Euclidean

3rd: Duracell Charge – PSA Parts

Multicategory: Pocketbook

2nd: IRIS & Trevi (Joint 2nd)

3rd: Inforlandia

Gadget & Toys: elari

2nd: Celly

3rd: IRCorp

Storage: verbatim

2nd: Icy Box

3rd: Patriot Memory

Bags & Luggage: Wenger

2nd: Sbox

3rd: tomtoc

Smart Home: hombli

2nd: Lanberg

3rd: Yale

Mobile Devices: BOOX

2nd: Gigaset

3rd: Pocketbook

Gaming & Gaming Accessories: Playseat

2nd: Whiteshark

3rd: Arozzi Europe, Genesis & Xtrfy (Joint 3rd)

B2B Products & Solutions: IRIS

2nd: Euclidean & Philips Projection (Joint 2nd)

3rd: Inforlandia

PC Peripherals & Accessories: Impakt

2nd: IRIS

3rd: Patriot Memory

Networking: Intellinet

2nd: Techly

3rd: Airpho & Lanberg (joint 3rd)

Channel partners attending DISTREE EMEA spent three days meeting exhibitors, discussing business opportunities, learning more about their products, and assessing their plans for 2020. DISTREE delegates were then given the chance to recognise companies that were 'best in show' in a product category," added **Annelies HELMER, DISTREE Director**.

The DISTREE Diamond Awards serve as recognition for companies that have put together a solid proposition for the channel. Selected by channel partners, the DISTREE Diamond Awards are a hallmark of quality in terms of go-to-market strategy for brands that are selected to receive an award.

The next edition of DISTREE will be held on February 23rd, 24th and 25th 2021 in Monaco.

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is a Paris-based company owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than a decade, gathering more than 10,000 senior executives from 160 countries during that time.