

emporia UK & IE announces new sales channels despite retail lockdown
Retiree mobile phone brand expands its UK retail offering with four new partnerships

26 May 2020: emporia telecom - which launched a range of mobile phones and landlines in the UK and Ireland markets at the start of the year - has established a growing volume of sales through a number of new retail partnerships as consumers have adapted to the high street lockdown.

After initially developing its own e-commerce site in partnership with Eurostar Global, and starting to develop its presence on Amazon.co.uk, *emporia* has developed quickly to add new key partnerships to build on its early success.

Scotts & Co, through its brands Scotts of Stow and Expert Verdict, now sell 10 emporia devices through home shopping and online.

Hearing Direct has also launched the full *emporia* range online and are already busy making sure that its many hearing-impaired customers can access and enjoy the technology.

In addition, key online retailers including MobilePhonesDirect (owned by AO.com) ranges two devices and offer them SIM-free and with great value pay monthly contracts from only £9.50 and laptopsdirect is now selling the vast majority of *emporia's* mobile phone devices.

Chris Millington, the UK and Ireland MD of *emporia* said: "We are really pleased with the progress we have made in the short period of time since our launch, despite the widespread impact and uncertainty caused by Covid-19.

"Our products are particularly well suited to helping older people overcome the feeling of isolation and separation from family and friends by offering easy-to-use communications technology. Working with key partners and retailers that are able to reach this audience has been critical in helping older users stay safe but to keep in regular contact. Our detailed training guides that accompany all smart devices have really provided an incredible tool to help many users to gain confidence and maximize their use through applications like WhatsApp.

"Sales through retail partners is a key part of our growth strategy and is particularly effective in these times. Plus, we are working with outlets who serve the retiree segment particularly well. We look forward to accelerating this positive momentum in the coming weeks and months with further new partnerships to be announced and as the economy starts to regain some normality".

For more information on *emporia's* products, please visit: www.emporiatelecom.co.uk

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About emporia

Emporia is an Austrian company that develops, manufactures, and markets mobile telephones, smartphones and apps specially designed for the older generation, and it is the technology leader in this segment. emporia's products also include a wide range of accessories and landline telephones. Founded in 1991, emporia now operates in more than 30 countries around the world. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs 100 people and its head office is located in the city of Linz on the banks of the Danube.

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