

Brodit, 'Kingston' of Mobile Accessories?

Written by Bob Snyder
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Martijn Hooegeveen, CEO for ICEcat, says their e-catalog analysis after the first 4 months in 2010 shows 10 brands who out-perform others in the Top One Hundred online channel brands. The top three are Dell, Trust and Brodit.

"Brodit is a surprise. It is a Swedish mobile phone accessory provider, which data has become available for online channel partners. Especially, its compatibility table (shows which holder fits which mobile and which car model) is gold, and makes the company the Kingston of mobile accessories," says Hooegeveen.

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