

Bechtle Launches Own Accessory Brand

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German reseller giant Bechtle launches an own accessories brand-- Articon, offering a portfolio of 1400 accessories and connectivity products, available directly via Bechtle, as well as the Bechtle and ARP online platforms.



Articon is to offer a wide range of products, including keyboards, touchpads, mice, protective cases, privacy filters, power banks, cables, storage media, ink and toners. Production takes place at a number of Asian manufacturers, with the Bechtle Taiwan office taking care of market trends and the latest technical developments. In turn, the two Swiss Bechtle logistics centres in Neckarsulm and Rotkreuz handle the storage of products.

Bechtle also promises further quality through a 3-step quality assurance process-- first products are checked in a sample test, then tested again during an inspection at the Bechtle and ARP logistics centres. Finally, external specialists on-site in Asia check manufacturer quality standards.

As mentioned earlier, Bechtle has a portfolio of 1400 products, and plans to add more over the coming months.

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