

Samsung Takes Over CPW Outlets

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Following a "preferred partner" agreement Samsung takes over 60 Carphone Warehouse outlets across Europe, with plans to transform them into stand-alone Samsung stores.



The agreement builds on the three Spanish CPW-operated stand-alone stores Samsung took over back in 2013. The scheme will extend further across the UK, Ireland, Germany, Spain, Portugal, Sweden and the Netherlands, with store rebranding taking place over the next 3 months.

The retailer says the stores will feature a "premium look and feel" to exclusively sell Samsung mobiles, tablets, laptops and wearables.

"Our Connected World Services business will combine Carphone Warehouse's retailing expertise and systems with one of the world's biggest brands and will help us make even more lives better through connected technology," CPW CEO Andrew Harrison says.

It appears Samsung is readying itself to rival Apple on the European retail front. Apple Stores current total to around 100 in our territories. CPW outlets total 1400. Should the partnership prove successful, we expect the ranks of stand-alone Samsung stores to grow even further in the coming months.

Go [Samsung and Carphone Warehouse Collaborate on New Store Concept Across Europe](#)