

STM Bags, DataStar and Centralpoint.nl selected as winners at 'EMEA Channel Academy: 2016 Awards'

Europe, Middle East & Africa (EMEA) channel awards recognise channel excellence in last 12 months. Three application-based awards included this year

ANTONY, PARIS, FRANCE, March 9, 2016 /EINPresswire.com/ -- The 'EMEA Channel Academy: 2016 Awards' were held in conjunction with regional channel event [DISTREE EMEA](#) 2016. These included a series of initiative awards based on applications received from vendors, distributors, resellers and retailers. All applications received were assessed by a VIP jury of independent channel experts to determine the overall winners.

The VIP Jury decided that three companies deserved to receive awards: STM Bags for Product Launch of the Year; DataStar for Marketing team of the Year, and Centralpoint.nl for Marketing Initiative of the Year.

Liam McSherry, Marketing Director at DISTREE Events, said: "We congratulate STM Bags, DataStar and Centralpoint.nl for winning awards based on the strength of their application packs. With multiple entries in each category, their success is testament to their business achievements in the last 12 months."



STM Bags won Best Product Launch of the Year Award



DataStar picked up the Marketing Team of the Year Award

STM Bags received the Product Launch of the Year Award for the launch of its Dux range of protective cases for iPad and Surface. The Dux provides best-in-class protection for iPad or Surface without adding bulk and excess weight. STM Bags achieved product placement in Apple stores and Microsoft stores for Dux.

Turkey-based distributor DataStar picked up the Marketing Team of the Year Award. Datastar's in-house marketing team engage in a wide range of marketing activities deigned to promote the business in Turkey. This includes running its own merchandiser and promoter teams in retail outlets. Each sales person at DataStar calls a minimum of 40 different customers every day. DataStar, one of Turkey's fastest growing distributors, also runs special brand promotion days.

Netherlands-based online reseller Centralpoint.nl claimed the Marketing Initiative of the Year Award for an online campaign run in conjunction with HP. The



Centralpoint.nl claimed the Marketing Initiative of the Year Award

main goal was to increase sales of HP ProBook 400 series into the SMB market by including a free bag. Centralpoint.nl's carefully orchestrated campaign achieved an incredible 8 million views, creating significant additional sellout as a result.

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Liam McSherry, Marketing Director at DISTREE Events

McSherry concluded: “Planning is already underway for the 2017 initiative awards and full details of the application process and categories will be announced later this year. We encourage all eligible companies to submit applications for consideration.”

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. DISTREE Events spans the entire EMEA region, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Sao Paulo. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

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