



Affinity Electronics would like to take this opportunity to introduce our company. The name “Affinity” captures what we do in five simple words,

“Take Care of the Customer”

We are a distribution, product sourcing and marketing company that supports corporate customers with global branded and OEM product to the consumer mobile phone and electronic markets.

Established in 2004, with over 50 years of combined experience in the retail technology marketplaces, Affinity’s team has strong, focused talents with reputations for bringing corporate managers profitable end-consumer programs.

Simply achieved, Affinity supports and understands the product performance and quality requirements of globally recognized brands, and the customers who are managing them. To date our programs and initiatives support our customers by providing:

Private label & OEM programs for:

Bell, Rogers, Telus, Samsung, Sanyo and Virgin

Branded Programs to:

Best Buy, Canadian Tire, Future Shop, Loblaws, Wal-Mart, Zellers, just to name a few

Exclusive distribution of:

Atlantic, Jabra Mobile Products, and Rivet

Official Canadian Distribution of:

All Nokia Enhancements products

Affinity supplies world recognized branded product to Canadian Retailers!

 ATLANTIC®  Jabra  NOKIA

 RIVET



We have positioned Affinity, to be a market leader and have illustrated examples of our willingness to meet your needs. We look forward to your future business, serving your accessory needs with dedicated teams that support the following areas:

Sales

Highly trained and dedicated external and internal sales team. Coverage for accounts all over Canada with each province being represented by an experienced Sales Professional

Dedicated Sales Support Team with Customer Service.

Marketing

Senior Level Marketing Team and Resources with thorough knowledge of the carrier and consumer electronics retail business in Canada

Creative

In House Graphic & Web Design Team, whose portfolio includes retail packaging, point of purchase, collateral materials and web initiatives

Product Development

Manufacturing Contacts in North America and Asia. Senior Product Leader with over 20 years experience in carrier and consumer electronics retail business

Our Products:

- High Quality Product that is required to meet the customers stringent OEM and Brand Quality requirements.

Our Services:

- Promotions through Tradeshows, national advertising, training seminars, spiff incentives and co-branding opportunities.
- We offer Private Label Packaging opportunities
- Specialized Web Development to support dealer and exclusive customer business.
- Creation of specialized POS Materials supporting the sale of the product capitalizing on the value of the business and increasing sales per square foot

Our Supports

- Product Support with Customer Service and Warranty Programs
- Logistics, Warehousing and Inventory Management