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TurnIT Supplies creates a strong distributor in two IT sectors

SweDeltaco and Network Innovation have decided to develop their collaboration further to create a stronger unit within Supplies, with Network Innovation becoming a subsidiary of SweDeltaco. This will produce one of Sweden's strongest suppliers of computer accessories and peripherals, for both PC and Mac. Sales will take place through one of Scandinavia's biggest e-commerce sites, direct to retailers in Sweden and the other Scandinavian countries.

The new organization will be located in new premises at Bredäng outside Stockholm from early autumn. A strong joint administration and delivery organization will gradually be developed.

Mohammad Motazed, President of SweDeltaco, comments on the merger:

"Sales will increase strongly, as the organization will have a broader client base when the customer registers are integrated, and our client base will have access to the widest product range on the market. Profitability will also improve further. With all operations brought together under one roof, warehouse costs will fall and logistics will be more efficient. The organization's collective know-how will cover a unique range in IT."

SweDeltaco is the leading distributor of computer accessories in Scandinavia. Its largest customers are PC builders, retailers, distributors, mail-order companies and independent computer stores. Sales are taking place increasingly over the company's e-commerce site.

Network Innovation will be part of business area Supplies from spring 2000. Network Innovation has broadened its product range considerably, and aims to be the leading supplier of supplies and software to the graphics industry in Sweden and the other Scandinavian countries.

SweDeltaco and Network Innovation are part of TurnIT Supplies, a business area within TurnIT - one of the larger Swedish IT groups listed on the OM Stockholm Stock Exchange's O list. TurnIT has

about 1150 employees. Its business idea is to act as an IT partner, and to offer a low-risk share through the acquisition of companies in different areas of the IT market. Operations are divided over five business areas; Consulting, Software, Communication, Outsourcing and Supplies. It also includes TurnIT Development, which invests in IT companies at an early stage of development.

TurnIT AB

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