

Swale Components named Siemon EMEA 'Distributor of the Year'

September 2010 – Siemon, the network infrastructure specialist, has named Swale Components 'Distributor of the Year' for the EMEA region. The award was presented by Siemon's managing director Steven Foster to sales director at Swale, Eric Spratling, in recognition of the unmatched service excellence provided by the UK-based distributor.



(L-R) Steven Foster, Eric Spratling and Carl Siemon

Swale Components is Siemon's longest standing distributor in EMEA, with a history of over 19 successful years of working together. The company is run by its founders Eric Spratling and Maurice Burrows and they report their success to have been built on the quality of service which they tailor for each installer or reseller customer.

Explaining Swale's selection for Distributor of the Year, Eric Spratling commented, "We listen carefully to our customers and seek to really understand their approach and preferences. We stock the right products and work closely to ensure that our customers receive the best possible product at exactly the right time, with maximum support from us. We also happily share our expertise and offer suggestions that may ease or improve an installation. This tailor-made standard of service is what sets us apart from other distributors and what builds the long term relationships we have with those that work with us time and time again."

According to Swale, the company serves all vertical markets from finance to healthcare and has a track record in delivering on projects of all size, from small office networks to tens of thousands of outlets on major rollouts. The Whitstable-based distributor serves far beyond its London and South East regional catchment, with a nationwide delivery service supplying the entire UK on a guaranteed next day or timed delivery basis.

Backed by Siemon, Swale serves all Siemon UK Certified Installers and also operates Siemon's Distributor Listed Installer (DLI) programme, which enables its customers to offer a 15 year product warranty.

Congratulating Swale, Siemon's Steven Foster said, "Swale Components exemplify everything that we value; they work proactively to offer considerable support to their customers and earn the loyal relationships that they have. So many companies sell themselves as offering superior service, but Swale really deliver it – day in, day out. We are proud of our association with Swale and look forward to continued growth and success together. With this award we seek to recognise and thank them for their superb work for the networking industry as a whole and for their sustained achievement with Siemon in particular."

