



## CCI SHORTLISTED FOR TOP IT DISTRIBUTION HONOUR



*Harrogate-based distributor recognised for successful expansion into professional storage market*

**13 January, 2010** - Storage and multimedia distributor CCI Distribution today announced that it has been shortlisted for the PC Retail Awards 2010. One of just six finalists in the category of 'specialist distributor of the year', CCI has been nominated due to the success of its Professional Storage Division, which launched in September 2009. The winner of the award will be announced on Thursday 25<sup>th</sup> March 2010 at London's exclusive Royal Garden Hotel.

The new division, which operates alongside CCI's existing consumer operations, offers a wide range of affordable, tailored business and data assurance solutions - from storage and back-up to video editing and surveillance. During 2009 CCI formed strategic partnerships with vendors such as Arena, EScon, and QNAP to broaden its professional storage range and ensure that the Division got off to a successful start, in addition to extending existing partnerships with Hitachi and Toshiba.

"It's a great tribute to everyone at CCI that the business has made the list of finalists for the PC Retail Awards," said Paul Roughley, managing director at CCI. "Expanding into a new market is always risky, especially in the midst of a challenging economic environment, so it's extremely satisfying that the launch has been so successful and our efforts have been recognised by PC Retail and we look forward to the Awards ceremony in March."

### **About CCI Distribution**

CCI Distribution is an independent UK-based distributor of storage and multimedia products for businesses and consumers, and is the leading optical devices distributor in the UK.

CCI is committed to helping vendors' grow their brand awareness and reputation within the UK market, helping them further develop their supply chains and exposing their products to the widest range of customers - from industry-leading resellers and businesses of all sizes to major high street and online retailers.

Headquartered in Harrogate, with offices across the UK, CCI has achieved significant growth since its formation in 1997. The company has been built on its impressive customer service record and ability to quickly embrace and adapt to changing market conditions, such as the rise of eCommerce and online trading.

CCI now offers more than 1,500 products from global manufacturers such as LG, Hitachi and HP, while its customer portfolio includes leading retailers such as Amazon, Ebuyer, Dixons, PC World, and Argos, as well as key B2B integrators and resellers including Dabs, Insight, Misco and DSGi Business.

<http://www.ccidistribution.co.uk>

### **Press Contacts**

Rebecca Surtees/Tom Kirkham

Johnson King

Tel: +44 (0) 20 7401 7968

Email: [CCITeam@johnsonking.co.uk](mailto:CCITeam@johnsonking.co.uk)