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## **Advantech Europe announces the European Overall Best Achieving Channel Partners of the Year Award**

March 2012, Eindhoven, the Netherlands - **At Advantech Europe's Annual European Channel Partner Conference, last December 15 in Madrid, three of Advantech's channel partners have topped European sales of the Advantech products and won Advantech's after award of European Overall Best Achieving Channel Partner of the Year. The Awards were presented in three categories following the hierarchy of Advantech Partners Program, being Premier Partner, Gold Partner, Certified Partner, and a special award was presented for Advantech's Best Ambassador.**

### **Overview**

- Award for Best Overall Achieving Certified Gold Partner ERREUNO Srl
- Award for Best Overall Achieving Gold Partner ECA Services
- Best Ambassador Award Elmark Automatice Sp. zoo

### **The winners**

#### **Gold Partner**

The Award for Best Overall Achieving Gold Partner was handed to the Italian Channel Partner ERREUNO, Advantech's long time Certified & Focus Channel Partner. ERREUNO is dedicated to the Industrial Automation market with a strong market knowledge and focus combined with a strong local technical support. "Thanks to ERREUNO's close relationship with their customers and the excellent customer service, we have successfully grown during the last year and we are still growing. We have also generated new business from the emerging market Power & Energy and we will continue to do more." said Roberto Riccardi, CEO of ERREUNO.

**Certified partner**

The Award for Best Overall Performing European Channel Certified Partner was handed to the UK Channel Partner ECA Services. During the past year, ECA has successfully grown both their traditional SME industrial & telecom customer base and business, in the healthcare sector which has contributed vastly to Advantech's business. "The Advantech product range allows us to concentrate on more vertical market segments and offers us a solid base for growth and trend matching solutions, like the internet of things, or newest CPU technology from Advantech partners like Intel, AMD and Microsoft" concluded Simon White, ECA sales manager, when he proudly received the award.

**Best Mate / Ambassador of Advantech Brand**

In addition to the three partner categories awards, a brand new award was introduced in order to honor the Channel Partner who has been the best "Mate of Advantech" representing the Advantech brand in their regional market.

"And here is the best Ambassador a brand could wish for and also representing one of the emerging markets," proclaimed Massimo Mazzoleni, Advantech Channel Sales Director Industrial Automation South Europe as he presented the award to the Polish Channel Partner ELMARK. The award was handed to Antoni Warszawik – Elmark's sales director of Advantech product. "We are very happy to have won this award – we are doing our best to promote and sell Advantech's product, especially in these days when more and more distributors become multibrand." ELMARK has been a Channel Partner for Advantech for 23 years and represents one of the main focus markets for Advantech Europe. Mainly they are focusing on embedded systems, automation and industrial Communication.

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**About Advantech**

Founded in 1983, Advantech is a leader in providing trusted, innovative products, services, and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, embedded systems, automation products, and global logistics support. We cooperate closely with our partners to help provide complete solutions for a wide array of applications across a diverse range of industries. Our mission is to enable an intelligent planet with Automation and Embedded Computing products and solutions that empower the development of smarter working and living. With Advantech, there is no limit to the applications and innovations our products make possible. (Corporate Website: [www.advantech.eu](http://www.advantech.eu)).

**ABOUT THE WINNERS**

Please visit:

[www.erre1.it](http://www.erre1.it)

[www.ecauk.com](http://www.ecauk.com)

[www.elmark.com.pl](http://www.elmark.com.pl)

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