

DISTRIBUTOR ACCESSORIES

Dextra made it a hat-trick of wins in this category in successive years, once again beating off strong competition from rival Kondor.

After realigning its visions and values to ensure it remained ahead of the competition, Dextra set out five 'pillars' to drive business: strategic partnerships with customers and suppliers; customer intimacy; investment in people; excellence in operations and value added services.

Alongside this, Dextra made a £1.2 million investment in IT to further improve service levels, coupled with investment in sales and market research, plus the strategic realignment of its product portfolio and group.

Sustaining its position at the top

is evident in its sales figures and turnover – Dextra reported a 36 per cent growth in turnover across its traditional dealer customers and an increase of 118 per cent in turnover across its online channel.

Promotion of activities with key retail partners increased sales by over 200 per cent, including

partnerships with The Carphone Warehouse, Vodafone, O2, Orange, 3, Tesco and Sainsburys. It also has a number of

distribution partnerships with major manufacturers including Nokia, Samsung, Sony Ericsson, LG, Motorola, BlackBerry, Toshiba, Palm and Jabra.

Well done to Dextra for maintaining an impressive run of victories. It has raised the bar further for its competitors as they attempt to knock it off the podium.

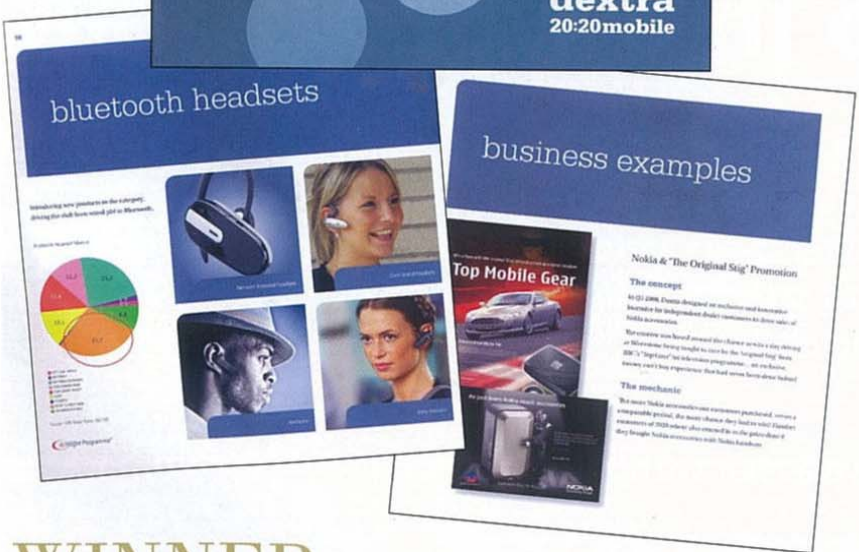
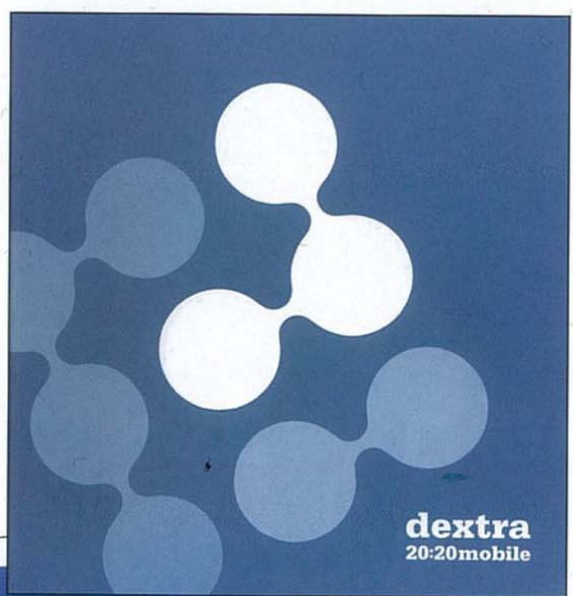
JUDGES' COMMENTS

"A polished, relevant submission – this was a one horse race."

JUDGES' COMMENTS

"A substantially-supported entry with classification in each sector of achievements, with clearly-defined testimonials."

"With more depth and relevance in its offering, Dextra continues to be the main choice for accessories and is again an obvious winner."



WINNER
Dextra (part of 20:20 Mobile)

