

# Handheld Group Expands in UK

The Handheld Group, manufacturer of rugged PDAs and mobile devices, is establishing a subsidiary in the UK trading as Handheld UK & Ireland Ltd. The new office will cover the key UK and Irish markets and will enable Handheld to support existing and new partners in generating new business opportunities in the expanding UK market. The UK office is Handheld's fourth new subsidiary in the last 12 months.

Following demand from existing partners, resellers and customers, the new UK office, located centrally in Leamington Spa and close to Birmingham Airport, will strengthen Handheld's growing reseller network and customer base in the UK and Ireland. Product support, service, marketing and sales related services are all areas where existing and new customers will see immediate benefits.

Handheld UK will be managed by Dave Cawsey. Prior to joining Handheld, Dave held senior UK, international and global management positions in a number of enterprise mobility solutions vendors and joins the Handheld Group with twenty-plus years of operational and sales experience in rugged mobility solutions.

Handheld recently strengthened its presence in the important German, Austrian and Swiss markets with the acquisition of TimbaTec, the hardware division of its distribution partner Latschbacher GmbH. TimbaTec has now transitioned to Handheld Germany GmbH and Handheld Swiss GmbH, both fully owned by Handheld Group.

With the new office in the UK, the Handheld Group now has eight subsidiaries in addition to the group's headquarters in Sweden: in Finland, UK, Netherlands, Italy, Germany, Switzerland, Australia and the USA. Four of these were added in the last twelve months alone.

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