

APW President Systems appoints Asia Pacific Brands India Ltd (APBIL) as National Distributor for FlexiBox

FlexiBox, an innovative wall-mount cabinet, addresses the equipment housing, switching and connectivity issues in local and wide area (LAN/WAN) network administration

Mumbai, Maharashtra, January 5, 2009 /[India PRwire](#)/ -- Moving ahead with its policy of getting 'closer to customers' through an expanding nationwide network of professional distribution and support, APW President Systems has appointed Asia Pacific Brands India Ltd (APBIL) as National Distributor for the FlexiBox range of wall-mount cabinets.

"APBIL, our new channel partner, has a reputation for driving market growth, fostering a value-creation strategy through additional products and service offerings for its customers as well as suppliers. With their operating efficiency, knowledgeable sales representatives, and established professional practices such as customized logistics, APBIL is well-positioned to win new markets and to continue breaking new ground. We expect to use their excellent channel know-how to increase the reach and availability of Flexibox, and to enable volume offtakes through bulk order booking," said S. Venkatraman, Assistant VP – Sales & Service, APW President Systems.

According to industry estimates, the current market potential for wall-mount cabinets in India is about 200,000 units per annum, and it is growing at the rate of 20 percent annually.

"As leaders in enclosure systems, we continue a tradition of adding value for our customers with outstanding products and through channel innovation. The FlexiBox has been designed specifically for addressing the equipment housing, switching and connectivity issues in local and wide area network administration," said E. A. Elias, Managing Director, APW President Systems.

The Flexibox range of wall mount cabinets is positioned as an ideal solution for LAN and WAN applications. It is supplied as a completely-knocked-down (CKD) product packed in a box, thus making it easy to handle and store. The bolted construction offers flexibility of shipping in CKD or assembled condition, without any compromise on rigidity. Cable entry provision on top and bottom panels offers better cable management.

"FlexiBox's design makes the job easy for LAN and WAN network architects, system installers and network administrators. It is a modular open concept, which allows all-round accessibility and ease of maintenance. The versatile features provided with the FlexiBox makes it extremely easy to transport, install and configure," said Venkatraman.

"APW President has over 27 years of experience in innovating custom designs for infrastructure, systems management, operations and interactive interfaces across many application environments. The FlexiBox reflects our commitment to meeting the immediate as well as the future challenges of the network administrator," he added.

Notes to Editor

About Asia Pacific Brands India Ltd

APBIL is one of the major distributors in India for a range of IT and Industrial products. They have a joint venture with Grainger of the USA and are well known in the IT distribution business circles. For further details, visit the website: www.apbil.com

About APW President Systems

Headquartered in Mumbai, APW President Systems Limited is a 27-year-old company engaged in the business of designing, manufacturing and supply of data center infrastructure solutions.

APW President has developed special proficiency in designing and delivering custom designed infrastructure solutions. Service skills include IT infrastructure consulting, product design, customization, networking logistics and layout, and support and service packages for IT administration and strategic development.

World-class APW President solutions have been accepted by every prestigious name in Indian business, and they are exported to several countries as well. Products are shipped to 20 countries, including Australia, USA, Singapore and the Middle East. Backed by a countrywide network of sales offices, distributors and agents, the company's highly trained team of sales engineers and technical support staff has rich experience in customer support. For more information about the company and products, visit APW President's home page at www.apwpresident.com

For more information, please contact:

T A Balasubramanian
Managing Director
(L) +91-022-28541403

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