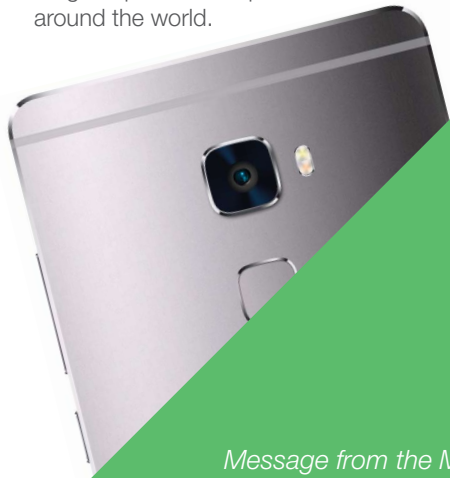


# Company Profile

New Way International Ltd is a global distributor of brand new mobile phones, tablets, accessories and other related consumer electronic goods.

- Established in 1999 we soon became one of the leading distributors in the UK along with our German business established in 2013.
- Our strength is that of global reach including Far East Asia, Middle East Asia & USA.
- Providing to all major distributors, resellers, high street retail, online, mass merchant and B2C
- Offering a comprehensive range of products to partners around the world.
- Providing genuine accessories from all the leading manufacturers as well as all the leading wearable gadgets and technology.
- Consistent focus on quality of service from the product itself to handling and dispatch of the goods to your premises.



## Message from the Managing Director

*"The mobile phone & accessories market continues to move at a significant pace and we are constantly re-aligning our business model to help maintain a strong portfolio of products. We have recently established a direct distribution agreement with Huawei UK to supply products directly to our customers. We are also working closely with other global manufacturers which will be significant in helping us maintain our global distribution model."*



New Way International Ltd  
Britannia House  
Pier Road  
Feltham  
Middlesex  
TW14 0TW  
United Kingdom

Tel: +44 (0)20 8587 9340

Fax: +44 (0)20 8890 4099

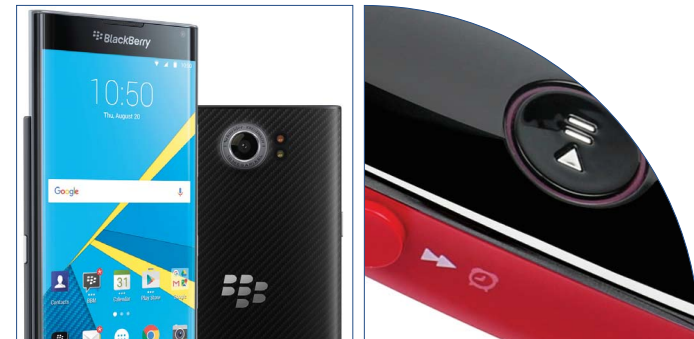
Email: [info@newwayinternational.co.uk](mailto:info@newwayinternational.co.uk)

[www.newwayinternational.co.uk](http://www.newwayinternational.co.uk)

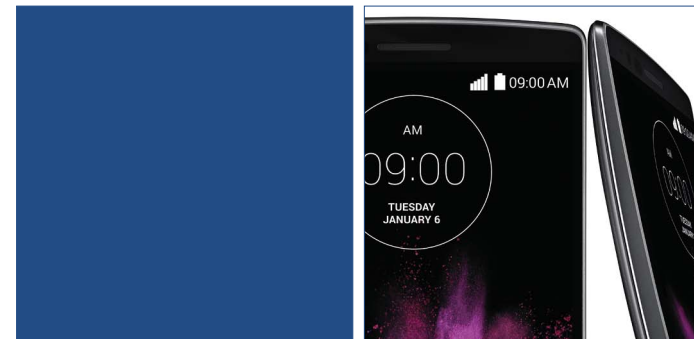
consecutively featured in:



## Mobile Phones & Accessories Distribution



Winter Edition 16.1



## Company History

- Founded in 1999 as New Way Associates and expanded in 2002 to New Way International Ltd focussing on global distribution of SIM-free mobile phones.
- Founded New Way Accessories Ltd in 2007 to complement our existing range of mobile phones and focussing on the ever changing range of wearable technology.
- New Way GmBh 2013 to complement our global business and maintain a strong locally based market within Germany.
- Named in the '1000 Companies to inspire Britain' awards in 2014 & 2015.
- May 2015 established first direct partnership distribution agreement with Huawei UK.



## Key Points

- Forecast stock orders placed in advance of product release.
- Direct relationships with (OEM) Original Equipment Manufacturers.
- Full weekly analysis of market trends and prices on a global basis to help us maintain of competitiveness.
- Full range of branded stock mobile phones in stock from Apple, Samsung, LG, Huawei, Blackberry, Nokia, Sony, HTC.
- Full range of branded accessories in stock from Belkin, Otterbox, Griffin, Motorola, LG, Blackberry & Samsung.
- Global Distributor with large portfolio of new and existing client base since 1999.
- Full 24 hour warehouse facility 2.2 miles from London Heathrow Airport.
- All stock held on site for instant delivery.
- Strong reputation within the industry with huge buying power.



## Logistics

Our office is based in Feltham, on the doorstep of London's busiest airport Heathrow just one of the many reasons we can supply a prompt and reliable service.

Our established freight partners, such as FedEx, Expeditors, UPS, DPD and DHL; allowing us to act efficiently to meet demand offering international global distribution.

Our own fleet of Mercedes Sprinters service the UK and mainland Europe, enabling us to offer a 24 hour next day delivery service.



## Compliance

- New Way International takes compliance and regulation very seriously.
- We meet HMRC regulatory requirements.
- VAT and company registration validation for each sale transaction.
- Due diligence in accordance with HMRC Notice 726.
- IMEI numbers recorded on all stock and transactions.
- Mavin & Co are our specialists in tax investigations & disputes involving VAT, excise duty and customs duty.
- Alliotts, our external auditors, maintain our stock and accounting records.
- HSBC Plc support our financial transactions & accounts.



download our full brochure @  
[www.newwayinternational.co.uk](http://www.newwayinternational.co.uk)