



## Business Solutions

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**VTech Adopts Snom Brand for its Business Products**

*Company Maintains VTech Brand for Residential Consumer Offerings*

**BEAVERTON, Ore., April 3, 2019** – Today, VTech Communications, Inc., a global leader and manufacturer of business phones and consumer products, announced the adoption of the Snom brand for the company’s SIP-based business products. VTech is in the process of re-branding some of the VTech business products to the Snom brand resulting in a strong and extensive brand offering from SIP desktop phones, cordless offerings and conference phones. The company will maintain the VTech brand for its residential consumer products.

Acquired by VTech in 2016, Snom is a pioneer and a leading brand of professional and enterprise VoIP telephones. Headquartered in Berlin, Germany, Snom's engineering is globally renowned for robust, high-quality and feature-rich business telephones that are designed exclusively for the trained and certified professional IT and PBX installer.

“Snom was one of the first designers of SIP based devices, with over twenty years of presence in the market, making it a well-recognized brand within this product category,” said Chad Collins, vice president of sales, Americas, VTech Communications, Inc. “Snom’s international footprint makes it the logical branding choice for expansion into North America and we are excited to realize our acquisition of Snom to its fullest potential. We continue to be committed to the North American business market with a localized sales force, product management and support teams.”

The Snom assortment of SIP-based business desk and conference phones will be exhibited at Channel Partners Conference & Expo, booth #1755, April 9-12, 2019 in Las Vegas.

For more information on the rebrand and Snom business products, please visit <http://www.snomamericas.com/>

**About VTech**

VTech provides a diverse collection of telecommunication products that elevate the business consumer experience through state-of-the-art technology and design. The group’s business phones scale from small operations to enterprise-level corporations. They are sold through a wide network of trusted partners and are backed by industry-leading warranties and U.S.-based training and support. The company has recently added an award-winning collection of SIP phone systems, featuring compatibility with hosted and open-source PBX platforms.

Founded in 1976, VTech is the world's largest manufacturer of cordless phones and the global leader in electronic learning products from infancy through toddler and preschool. It also provides highly sought-after contract manufacturing services. VTech's mission is to design, manufacture and supply innovative and high-quality products, while creating sustainable value for its stakeholders and the community. For more information, please visit [vtech.com](http://vtech.com).