

Press Release

NEW BLAUPUNKT LICENSE PARTNER FOR TELEVISION IN TURKEY

Global Intellectual Property
Development
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GIP Development is partnering with Turkey-based Promarket Diş Tic.A.Ş to launch Blaupunkt branded Televisions in Turkey, after successful market launches in South America, Ukraine and CIS States including Russia in 2019.

Blaupunkt expands its Global Brand Community to Turkey. Recently GIP Development as the brand owner signed a licensing plan with the Turkish company Promarket Diş Tic.A.Ş. Promarket is managing and plans to successfully develop the Blaupunkt business in Turkey as the official license holder for TV sets.



"We have reviewed a lot of the case studies of existing Blaupunkt licensees and decided that this is the perfect match for our business expansion. The fact that GIP Development as the brand owner is very strictly supervising the given brand management and quality requirements gives us confidence that we can only benefit from such a strong brand licensing community. Due to the fantastic brand positioning of Blaupunkt, we have already collected pre-orders for a couple of thousand units before the official sales have even begun," says Jules Rakos, CEO of Promarket.

"For us, it is one more piece of evidence that our Blaupunkt brand licensing plan is one of the most effective and sustainable global licensing programs in Consumer Electronics and related Lifestyle product categories. For example, within the last 2 years, we have signed several new license contracts for Television in India, South America, and former CIS states. Now Turkey will join the Blaupunkt Community and have been convinced of the benefits of our licensing program. We are very proud and happy that we have found the perfect partnership to re-introduce Blaupunkt TV sets to the Turkish Market," says Andrzej Cebrat, Managing Director of GIP Development SARL.

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About Promarket

Promarket, since it was founded in 2000, has undertaken the Turkey distribution of many global TV brands in consumer electronics industry.

Currently, Promarket is manufacturer and distributor of Profilo and Philips branded TVs.

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About Blaupunkt

Blaupunkt is a German brand for consumer electronics, car multimedia, and related consumer lifestyle products. Founded in Berlin in 1924 as the "Ideal" company, Blaupunkt gained notoriety through the internal test label for headphones - the blue dot. The quality feature became a trademark, and in 1938 also the company name.

Today, the brand is being developed by GIP Development SARL as part of a licensing program launched in 2009. More than 40 licensees around the world distribute BLAUPUNKT products on all continents in more than 90 countries in the categories: Audio, Video, TV, Car Multimedia, Mobile Telephony, E-Mobility, Home Appliances, Security Systems, Cleaning Robots, Air Conditioning, E-Mobility and many more.

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