

## Announcement

# New Blaupunkt license partner for small domestic appliances, drones, and garden tools in Argentina, Brazil, and Chile

9 March 2022

Leudelange, Luxembourg (March 9, 2022)

**Someco is the newest license partner of Blaupunkt for small domestic appliances, drones, and garden tools in Argentina, Brazil, and Chile.**

The licensor from Luxembourg and owner of law relating to the use of the name Blaupunkt, GIP Development SARL, is pleased to announce, that they were able to attract with Someco an efficient and reliable partner for the Blaupunkt Global Brand Community.

Someco is managing the Blaupunkt business in Argentina, Brazil, and Chile as the exclusive license holder for the product categories of small domestic appliances, drones, and garden tools, which the distributor took over and will successfully develop.

### About Blaupunkt

For almost a century, Blaupunkt and its blue dot symbol have been synonymous with German technology, innovation, and quality. Backed by decades of passion and expansion for consumer electronics, car multimedia, and related consumer lifestyle products, Blaupunkt is trusted for their comprehensive, global brand licensing program. With more than 40 licensees around the world distributing Blaupunkt products, Blaupunkt is committed to serving as a valued partner to its licensees. For more information, visit [blaupunkt-licensing.com](http://blaupunkt-licensing.com)

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