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**Tripp Lite Announces Partnership with MAS Elektronik AG for Distribution in Germany**

*Representation Includes Tripp Lite’s Expansive IT Infrastructure Portfolio*

**Chicago, IL (26 August 2019)** – Tripp Lite, a world-leading manufacturer of power and connectivity solutions, has announced it will distribute its award-winning portfolio of enterprise, small business and home computing solutions in Germany through a partnership with MAS Elektronik AG.

Tripp Lite products are known for reliability and cost-efficiency, supporting applications from the desktop to the data centre. The range of solutions includes micro data centres, UPS systems, PDUs, server racks, KVM switches, charging solutions, wall-mount and mobile display mounts, networking cable, digital audio/video solutions and power inverters. MAS Elektronik will coordinate Tripp Lite’s sales, service and logistics operations for Germany from their location in Buxtehude, near Hamburg.

“This partnership brings new opportunities for MAS Elektronik AG in the German market. With Tripp Lite’s range of corporate computing solutions, we are able to fulfill the needs of our current customers and expand beyond our current footprint into new business environments,” said Olga Gall, General Manager, MAS Elektronik AG.

MAS Elektronik will present Tripp Lite solutions at the 2019 IFA event at Messe Berlin exhibition centre in Berlin, Germany, 6-11 September. The exhibition is the leading showcase for the global technology industry and is expected to welcome 250,000 attendees.

“We will exhibit a broad array of solutions designed to improve efficiency, lower costs and secure business IT operations,” said Alexander Khalaev, Tripp Lite Vice President - RUCIS, MENA, EU & DACH Sales. “Tripp Lite’s array of IT infrastructure solutions provide power protection and management, cooling, security and connectivity to organizations that require reliable business systems operation.”

For more information about Tripp Lite and MAS Elektronik AG, visit stand 101a in hall 2.2 at IFA 2019, Berlin, Germany, 6-11 September 2019, or visit tripplite.com.

**About Tripp Lite**

Outstanding product reliability and exceptional service have been Tripp Lite trademarks for over 95 years. Tripp Lite manufactures over 4,500 products to power and connect the computers, networking equipment and electronic devices that form the foundation of our connected world. Headquartered in Chicago, Tripp Lite maintains a global presence with offices and partners worldwide. For more information, visit www.tripplite.com.

**About MAS Elektronik AG**

MAS Elektronik AG has been known as a manufacturer in the field of high-quality home entertainment products with its XORO brand since 1999. The company offers a broad range of products, including DVB-S/S2/T2/C receivers, LED TVs, tablets, smart and IP boxes, SAT>IP servers, internet TVs and radios, DAB+ radios, Bluetooth and WiFi loudspeakers, digital photo frames, DVB-T2 antennas, mobile satellite systems, DVD players, headphones and various accessories. For more information, visit: https://www.xoro.de/.

**News Release**

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