

Global Mindset, Local Strength:

How Bluepoint Thrives in a Fast-Moving Tech Market

In tech distribution, the rules of engagement are constantly shifting - new markets, fresh product cycles, tighter margins. But while the landscape changes, some players stay remarkably consistent.

Bluepoint, a UK-based distributor founded in 1992, has grown from modest beginnings in Milton Keynes to become a trusted trading partner across Europe, the Middle East, Asia, and the Americas. With deep supplier relationships, responsive logistics, and a fiercely loyal team, they've quietly built a model based on speed, trust, and supply chain clarity - not sales theatre.

Ahead of ITC Malta 2025, we sat down with Managing Director Sarfaraz Manji, who's led the business from day one, to talk about the market forces shaping distribution, the value of smart systems over shiny slogans - and why real growth is still built one relationship at a time.

Trading Trust, Not Just Product

You don't last three decades in distribution by chasing hype. For Bluepoint, long-term partnerships with global tech giants haven't come from flashy pitches, but from consistent delivery.

"Trust is built when you're transparent, consistent, and ahead of problems," says Sarfaraz. "It's not just about volume; it's about honouring commitments and understanding how to move with the market."

That dependability has earned Bluepoint preferred status with major suppliers - and, crucially, the kind of pricing and allocation leverage most smaller distributors simply don't get.

Sharp Systems, Smarter Decisions

With product lines spanning printers, monitors, notebooks and networking kit, how does Bluepoint keep pace without overextending? Simple - their IT infrastructure does a lot of the heavy lifting.



“Our systems scan over a million prices a day and give us heat maps to focus on,” Sarfaraz explains. “It’s that backbone - combined with a gut sense for market timing - that lets us stay nimble.”

When a category grows cold or becomes oversaturated, Bluepoint adapts quickly - always staying ahead of the curve.

Logistics with Less Friction

Post-Brexit, logistics has become a sticking point for many UK-based distributors. Bluepoint, however, has treated it as a differentiator.

With a 30,000 sq ft warehouse holding over 500 pallets, and a freight service fine-tuned for cross-border flow, they’re removing friction before it reaches the customer.

“Our job is to make sure the product arrives when it should, where it should, and without drama,” Sarfaraz says. “Since Brexit, customers especially appreciate the extra effort to keep things smooth into the EU.”

Looking to Malta - and Beyond

As ITC Malta brings together buyers and suppliers from across the globe, Bluepoint sees the event as more than just a networking opportunity - it’s a chance to reinforce the fundamentals.

“We’re looking for long-term channel partners - businesses that value transparency and trust,” Sarfaraz explains. “Events like ITC Malta help us find people who share our mindset.”

With demand rising across consumer electronics and IT hardware, Bluepoint is focusing on steady growth - the kind that comes from shared wins, not one-sided deals.

**“We trade globally,
but the way we work
is still very local,
straightforward
and personal.”**

- Sarfaraz Manji, Managing Director

Built to Last - and Still Hungry

Three decades in, Sarfaraz still shows clear pride in what the company’s built - not just in turnover, but in people.

“Most of our key team members have been with us for decades. That loyalty has built strength.”

That culture of care translates into performance. Bluepoint has maintained its ISO 9001 certification with near-perfect scores, with one auditor comparing their attention to detail to - of all things - the aircraft parts industry.

There’s been no shortage of recognition - award wins, finalist mentions, and a place among the UK’s fastest-growing private firms. Still, Sarfaraz remains measured: proud of the team’s achievements, but always focused on what’s next.

“You need to celebrate the good days, of course - but the hard days teach you more. They keep you sharp.”

In an industry driven by pace and pressure, Bluepoint proves that steadiness still matters. While others chase disruption, they’re focused on dependability - pairing smart systems with human instinct, and scale with service. As they continue to expand into new territories and product categories, one thing’s clear: their backbone isn’t just local - it’s loyal, dependable, and built for trade.



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