

Built on Originals

Createl and the Business of Verified Mobile Accessories

In a market where the line between “original” and “original-style” is often blurred, Createl GmbH stands firmly on the side of clarity. Since 2005, the Germany-based distributor has earned its reputation by doing exactly what others claim: supplying 100% original mobile accessories from trusted sources, at scale.

For procurement teams, resellers, and e-commerce operators across Europe, that promise has delivered something rare: reliable stock, competitive terms, and peace of mind. Although Createl are disappointed to miss ITC Malta this year due to a dairy conflict, their presence in the European market remains undeniable. With high-volume ready stock, multi-language sales support, and direct fulfilment to platforms like Amazon FBA, Createl continues to deliver the fundamentals that professionals rely on: verified quality, operational efficiency, and trusted partnership.

With nearly two decades in the business, Createl isn't just another link in the mobile supply chain. It's a strategic partner to a growing network of B2B customers who rely on speed, flexibility, and certainty in a volatile market.

Original Products, Clear Sourcing

Createl's reputation is built on one core promise: every product it supplies is 100% original. That may sound simple, but in a market filled with unofficial imports and lookalike products, it's a commitment that requires meticulous sourcing and long-standing industry relationships.

The company offers both retail-packed and bulk-format accessories, depending on partner needs. In both cases, authenticity is non-negotiable. Bulk items - popular among logistics-driven clients - are sourced directly from original box sets via authorised traders and official distribution channels. The result is a portfolio that delivers pricing flexibility without ever compromising on trust.

“We only deal in original accessories, whether it's a boxed charger or a bulk cable. That's the promise we make - and keep.”

Infrastructure That Supports Growth

What truly elevates Createl beyond being just a supplier is the infrastructure behind the product. The company's services are designed to align with the operational needs of European resellers, e-commerce players, and wholesalers.

A few examples:

- Native-speaking sales teams that support seamless cross-border communication.
- Integrated customer support - including social media responsiveness - for real-time issue resolution.
- Payment flexibility based on client scale and model.
- Direct-to-warehouse fulfilment for platforms like Amazon FBA.
- RMA and returns handled efficiently via a dedicated department.
- 24/7 access to an online B2B portal for ordering, tracking, and account management.

This blend of technical and human service infrastructure helps Createl's partners move quickly - and stay competitive.

Logistics with Certainty Built In

In the B2B mobile accessories space, product availability is just half the equation. Delivery matters just as much. Createl maintains high stock levels and offers fully insured shipping via long-time partner UPS, with free delivery on qualifying orders and standard delivery within two working days across most of the EU.

Urgent requirement? Express shipping is available. And every shipment, regardless of size, is tracked and protected.

“We’re not just shipping products. We’re shipping reliability - and making sure our partners never have to chase missing stock.”

A Presence That Reflects Commitment

Createl has long maintained a strong presence at major industry events - using these platforms not only to showcase their offer, but to engage directly with customers, partners, and peers. While they're unable to attend ITC Malta this year, the same values of openness and reliability continue to shape how they do business every day.

From day one, Createl has focused on building long-term partnerships rather than transactional wins. That's why many of its clients have stayed with them for years - because the value Createl delivers isn't just in what's in the box, but in everything around it.

As the demand for verified, original mobile accessories continues to rise, Createl GmbH has positioned itself as a trusted, proven partner for businesses across Europe. With robust infrastructure, customer-centric flexibility, and a commitment to authenticity that holds firm across every product line, Createl isn't just meeting market needs - it's raising expectations.

For more information or to access Createl's B2B platform, visit www.createl.de

