



Rebranding with Purpose

How ege and Tech3PL are redefining tech logistics

Inside the bold transformation of ege and Tech3PL - two brands built to meet the speed, scale and complexity of modern tech.

In the fast-paced world of mobile technology and logistics, standing still is not an option. Eurostar Global Electronics, a name synonymous with mobile distribution since 2007, has embraced transformation with a bold rebrand to ege, signalling its evolution into a comprehensive technology solutions provider. Simultaneously, Tech3PL has emerged as a standalone logistics provider, reflecting a strategic pivot towards technology-driven third-party logistics and fulfilment services.

These rebrands are more than cosmetic changes; they represent a deep-seated commitment to innovation, customer-centricity, and adaptability in a rapidly changing market. With new identities, expanded services, and a clear vision for the future, ege and Tech3PL are poised to redefine standards in tech distribution and logistics.

Embracing Evolution: The Birth of ege

Founded in 2007, Eurostar Global Electronics began as a modest reseller of mobile handsets within the UK. Over the years, it expanded its operations, workforce, and partnerships, establishing itself as a key distributor in the sector. By 2017, the company

had grown into a 60-person operation, moved into larger headquarters, and secured partnerships with global brands.

The recent rebrand to ege marks a strategic step forward, reflecting the company's evolution from a reseller of end-of-life mobile devices to a comprehensive technology solutions provider. This transformation includes a new visual identity while maintaining the company's core focus on innovation, reliability, and strong industry relationships. The rebrand is not just about a new name; it's about broadening service offerings, investing in new technologies, and strengthening market position. As ege grows its product portfolio and capabilities, it remains firmly grounded in the values that have shaped its journey so far: innovation, trust, teamwork, and strong partner relationships. The leadership views the rebrand as a platform for future growth rather than a departure from its past.

What truly sets ege apart today is its ability to operate at the intersection of speed, scale, and service. As mobile lifecycles shorten and product complexity grows, ege offers partners a nimble, well-informed route to market. From securing rare end-

of-life stock to managing high-velocity launches, its team brings deep channel insight and flexibility that larger competitors often can't match. "It's not just about distribution," says Peter Carnall, Managing Director. "It's about enabling opportunity, creating clarity, and delivering value - fast."

“The rebrand marks a strategic step forward as ege broadens its service offerings, invests in new technologies, and strengthens its market position.”

Tech3PL: Revolutionising Logistics

In parallel with ege's evolution, Tech3PL has undergone its own transformation as a standalone logistics provider. Formerly known as Eurostar Logistics, the division has rebranded as Tech3PL, aligning with a strategic focus on leading the way in technology-driven third-party logistics and fulfilment.

Tech3PL's services encompass logistics and supply chain management, including transportation, and warehousing. The rebrand comes a year after ege commissioned a new 43,000 sq ft distribution and logistics centre, upgraded with state-of-the-art security systems and specialist mobile device handling facilities. This facility, located in the Ceramic Valley Enterprise Zone, positions Tech3PL to serve a wider market with highly specialised services.

In an industry defined by rapid change and technological advancement, ege and Tech3PL show how thoughtful rebranding, grounded in clear vision and strong values, can propel a company into its next chapter. Their transformations go beyond new names or logos - they reflect a deep commitment to innovation, customer service, and operational excellence. As they evolve, ege and Tech3PL are poised to lead tech distribution and logistics, setting new standards and inspiring the wider industry.

Want to find out how ege and Tech3PL can support your business?

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Tech3PL is built on five core values: **Security, Trust, Ownership, Care, and Knowledge** - principles that guide every aspect of its service delivery. Tech3PL distinguishes itself with high-security processing and advanced facilities, offering services such as staging, kitting, and customising products to meet the specific needs of manufacturers, brands, distributors, and third-party sellers.

Managing Director Peter Carnall remarks, "Our journey in the distribution sector has been marked by continuous growth and invaluable experience across critical areas, including technology, logistics, delivery, and customer service. Our aim is to ensure that our clients' products are managed with the utmost care and precision, mitigating any risk of loss, theft, or damage, and ultimately supporting the vitality and growth of their businesses."

A Vision for the Future

Both ege and Tech3PL are not just adapting to the current market; they are actively shaping the future of tech distribution and logistics. By embracing innovation, investing in infrastructure, and staying true to their core values, these rebrands signify a commitment to excellence and a readiness to meet the evolving needs of the industry.

As the mobile and electronics sectors continue to advance, ege and Tech3PL stand as exemplars of how strategic rebranding, grounded in purpose and vision, can drive a company forward. Their journey underscores the importance of adaptability, customer focus, and technological integration in achieving sustained success.

