



Speed, Strategy, and a Smarter Supply Chain



GreenTech's Matt Edwards on what it really takes to grow, adapt, and still have fun in this business.

When you think about supply chain giants, it's easy to picture warehouses, trucks and spreadsheets. But at GreenTech, there's something else at work: a deep belief in people, partnerships, and smart, flexible strategy.

Ahead of ITC Malta, we caught up with Business Development Director Matt Edwards, who's been part of GreenTech's story for over a decade. From high-stakes sourcing missions to pizza-fuelled all-nighters, Matt shares why GreenTech isn't just about moving boxes - it's about making things happen.

The journey's been fast – but not accidental.

GreenTech has grown into one of the UK's fastest-growing private businesses, but as Matt points out, it hasn't been a fluke.

"There's no one thing, honestly. It's a mix of good timing, great people, and staying close to our customers' challenges. We've built a culture around adaptability - we're not afraid to try something, learn fast, and try again."

He credits their success to a flexible model that spans sourcing, logistics, and market-specific customisation. "We're set up to pivot, not just push product," he adds. "Plus, we've got a strong leadership team, a clear vision, and long-term partners who've had our back for years."

"Speed matters. Trust matters more."

You need more than just product - you need prepped product.

Success isn't just about sourcing mobiles; it's about making them market-ready.

"You'd get a pallet of phones that were technically right, but unusable without rework - wrong firmware, wrong plug, no local language," Matt recalls. "So we started doing it ourselves."

Today, GreenTech can turn around large batches of mobiles tailored for specific operators and retailers across Europe. Custom boxing, barcoding, compliance stickers - all handled in-house.

"It's almost an art form now," Matt jokes.

When the usual channels dry up...

Finding the right products when everyone else says it's impossible? That's where GreenTech shines.

Sourcing the right stock, especially when markets tighten, often feels more like a treasure hunt than a supply chain process. Matt laughs at the idea. "Haha, I love that analogy - a high-stakes treasure hunt with spreadsheets instead of shovels!"

Relationships and experience are their secret weapons.

Matt emphasises that, "Trust and timing are everything. You can't just show up when you need something. You need to be there all year. Sometimes, it's about knowing where to look when everyone else has given up."

We put wheels under our promises.

When it comes to fulfilment, GreenTech doesn't just outsource and hope for the best. They own it - literally.

"Speed and control matter," Matt says simply. "When a client calls at 3pm and says, 'We need these out by 10am tomorrow,' we can say yes - and mean it."

Some of his best memories? Those all-night shifts with the team, packing orders fuelled by takeaway pizza and plenty of laughs.

"It keeps us sharp and reminds us why we do what we do," he grins.

Global reach is only useful if you can deliver locally.

Managing operations across Europe, Asia, and the Americas isn't about luck - it's about discipline.

"It's part technology, part boots on the ground," Matt explains. "We've got local compliance experts in key markets, and we continuously vet our partners. Whether it's customs paperwork or knowing which ports are running behind, we try to stay three steps ahead."

Data trust is earned, not assumed.

Handling sensitive customer data is part and parcel of today's electronics supply chain. For GreenTech, it's non-negotiable.

"We don't treat it as optional," Matt says firmly. "Every product we handle is managed in line with GDPR and UK data protection laws, with full audit trails."

Trust, for Matt, is everything.

"If you can't trust us with your customers' data, you won't trust us with your brand. Simple as that."

We're built to adapt.

Planning in this industry is like navigating by the stars - you set a course, but you adjust with the tides.

"The key for us is to approach long-term planning like setting a direction, not a script," Matt reflects.

GreenTech's 360-degree supply chain model means every part of the cycle informs the next - from sourcing new stock streams to ensuring seamless delivery.

"You've got to stay listening if you want to stay ahead," he adds.

Pop by, have a chat.

If there's one thing Matt hopes delegates take away from their stand at ITC Malta, it's that GreenTech isn't just about moving products - it's about building real, lasting partnerships.

"We're not just another distributor. We're a partner who's been in the trenches - who knows the pressure you're under to deliver. Whether it's sourcing or just solving the 'How do I get this done?' problem - we're the ones who say, 'Leave it with us.'"

He flashes a grin.

"And hey, added bonus - you won't leave without a big smile on your face and a spring in your step."

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