



New Way International Group

Redefining Global Tech Distribution Since 1999

From refurbished innovation to real-world partnerships, NWI delivers scale, speed and service across 50+ countries

What does it take to thrive in one of the world's most fast-moving industries? For this independently run tech distributor, it's more than just stock, speed, or scale - though they've mastered all three.

Since 1999, NWI has grown into a global force in tech distribution, handling 1,000+ orders a day across 50+ countries. But what really drives them is partnership: building long-term relationships, delivering reliable tech, and helping clients. With refurbished tech and value-added services now central to their model, NWI is helping shape the next chapter of sustainable, scalable trade.

From Local Ambition to Global Scale

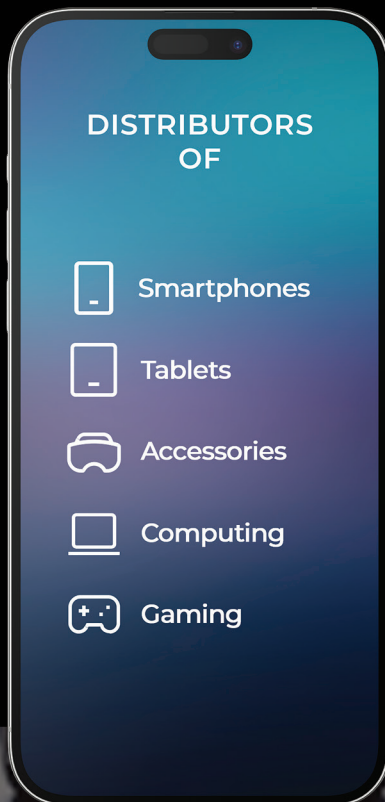
Back in 1999, NWI started with a clear vision: to connect the world through technology. Fast forward to today, and that vision has become a reality. With offices in the UK, Germany, Netherlands, Dubai and Miami, and a global customer base that stretches across five continents, NWI now fulfils over 1,000 daily orders, generating over €700 million in global revenue.

But numbers only tell part of the story.

What sets NWI apart is how they operate. This is a company that understands the channel inside out - from B2B and B2C to the increasingly complex needs of omnichannel retail. Their secret? A hybrid approach that combines smart logistics, competitive pricing, dedicated support, and flexible financial terms to keep their partners competitive.

Distribution That Delivers More

NWI's core offering is comprehensive distribution - not just of smartphones and tablets, but also computing, gaming, and accessories from the world's most recognisable tech brands, including Samsung, Apple, Lenovo, Motorola, Nokia, Google, LG, OnePlus and more.



“Refurbished tech is no longer just an option - it's a smart, strategic decision.”



Next Day Shipping

Reliable fulfilment via DHL, UPS, FedEx & local carriers



Flexible Terms & Support

Invoice-hold, leasing, insurance & extended warranties



Refurb & EOL Stock

Graded Apple & Android devices, fully tested & verified

But distribution is only part of the picture. NWI's value-added services are built to solve the real-world challenges of tech trading. From white-label shipping and invoice-hold options to same-day stock collection and low-cost extended warranties, every solution is tailored to what partners actually need - speed, flexibility, and confidence.

Whether it's a next-day delivery to London or a large consignment headed for mainland Europe, everything is backed by reliable logistics, partnerships with DHL, UPS and FedEx, and a customer-centric ethos that's been built over decades.

Refurbished Tech: A Smarter, Greener Choice

Sustainability is more than a tick-box for NWI - it's a growth area. Their refurbished and certified pre-owned (CPO) product ranges are helping reduce e-waste and bring down costs for businesses across the globe.

Today, they deliver over 50,000 refurbished devices annually into the UK market alone, offering customers genuine UK/EU-spec stock with full data wipes, diagnostics, and warranty as standard.

Every Grade A to C product is tested, verified, and backed by up to 5 years of low-cost extended warranty. It's part of their commitment to quality, traceability, and responsible trade - all while offering devices at a fraction of the cost of new.

Why NWI?

For retailers, distributors, and resellers who need stock that moves fast, support that's responsive, and pricing that stays competitive, NWI offers something few can match: experience, independence, and scale - all under one roof.

- ◆ Over 200,000 units in stock
- ◆ Serving 50+ countries
- ◆ Same-day dispatch, invoice-hold & lease options
- ◆ Dedicated account managers & technical support
- ◆ Live stock feed access & virtual warehousing
- ◆ End-of-life & surplus inventory deals

Looking Ahead

With a refreshed brand identity and a focus on long-term value creation, NWI is actively building new partnerships with forward-thinking companies who understand the importance of trust, flexibility, and shared growth.

Whether you're looking for refurbished stock, premium devices, or a partner that can support every stage of the sales cycle, NWI is ready to connect.

25

Years in Tech Distribution

200+

Employees Across UK & EU

€700M+

Annual Global Revenue

New Way International
Trading the world, the better way

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