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Tech Data follows on the €2.45bn acquisition of the Avnet Technology Solutions business with a rebranding effort-- one establishing a single brand across all markets throughout the world.

The rebrand does not involve a logo change, but the company colour palette and graphic devices are updates to "incorporate both [the company's] foundation and new dimensions."

"As we evolve our business in anticipation of what's next, the Tech Data brand has evolved as well. Today we are proud to introduce the new Tech Data and the next chapter in the history of our company," CEO Bob Dutkowsky says. "Our new global brand is centered on the proven strength of the Tech Data name and provides a unified promise of integrity, expertise and excellence."

The rebranded Tech Data offers two solution portfolios-- Endpoint Solutions (covers PC systems, mobile phones and accessories, printers, peripherals, supplies, software and CE) and Advanced Solutions (datacentre technologies such as storage, networking, servers, advanced technology software and converged/hyperconverged infrastructure).

Further next-generation technology solutions, as well as services offerings such as lifecycle, CRM, integration and supply chain services, span the Endpoint and Advanced Solutions portfolios. Tech Data will also retain the specialised Datech Solutions, Maverick AV Solutions and Global Computing Components solution brands.

However the pan-European enterprise brand Azlan will gradually be folded into the Advanced Solutions portfolio.

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