

## New Distribution Partner in Brazil – Tristar Americas

**With the Brazilian company Tristar Americas, FEIG ELECTRONIC has gained a new partner for the distribution of its products from the IDENTIFICATION division (RFID & barcode systems) for the South American market.**



Based in Sao Paulo, Brazil, the company serves customers across the American continent. Tristar Americas was founded in 1996 and has specialized in the distribution of RFID and barcode products and services in the region.

"We are very pleased that we were able to gain with Tristar Americas another partner from South America, as our network of distribution partners in this region was not very extensive up to now," explains Daniel Büth, Head of Sales IDENTIFICATION at FEIG.

"The South American continent is currently a very interesting and rapidly growing market for the use of RFID technology. On the one hand, the respective governments are currently investing heavily in various infrastructure projects, on the other hand, the industrial sector is also experiencing strong growth. There is therefore a corresponding need for technologies that help to improve logistics and production processes and ensure quality," says Büth.

"FEIG portfolio is a key add-on to our one-stop-shop strategy to the market, where our customers could look at Tristar as a focal point for their RFID projects, finding all kind of supplies. We are very honoured to work with FEIG high quality UHF, HF or LF RFID

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reader systems and have our engineers trained to be able to provide local support.“  
says Alexander Dannias, Managing Director of Tristar Americas-Bsmart Group.

### **About Tristar Americas:**

Tristar Americas is a leading regional distributor of Digital Identification, Mobility, Point-of-Sale, RFID, IoT and M2M, delivering throughout the American continent, with warehouse in Florida-USA and Sao Paulo-Brazil. The company has unique expertise in the market, offers specialized technical support and is an authorized service center for an increasing number of manufacturers. Tristar Americas is part of Bsmart Group.

[www.tristaramericas.com](http://www.tristaramericas.com)

### **About FEIG ELECTRONIC:**

FEIG ELECTRONIC is a leading global supplier of RFID and barcode systems, unattended payment terminals, gate and barrier control systems and induction loop detectors. The company develops and produces all products in Germany, has around 400 employees and has a subsidiary in the USA.

[www.feig.de](http://www.feig.de)