

## **Misco Attends BETT 2011 Show**

Wellingborough UK, March 2011 – Misco attended BETT 2011, the biggest UK trade show of education technology and resources held in Olympia, London, during 12-15 January 2011.

As one of Europe's largest ICT resellers and a [BECTA approved framework suppliers](#), Misco had a unique opportunity to showcase new products and solutions designed for education establishments ranging from the largest local educational authority to the smallest primary school.

"The 2011 show was busier than previous years," Fay Carver, UK Events Co-ordinator for Misco UK, said. "Having been so successful, Misco UK has already re-booked for 2012!"

Misco attended BETT 2011 in partnership with Apple, HP, Kensington, NETGEAR, Flip and Seagate.

To watch highlights of this year's BETT show, visit the [Misco Education](#) page.

### Ends ###

### **About Misco**

Misco is a leading IT reseller of electrical and technology products and associated support services. A member of Systemax Inc. Group, Misco also has operations in Germany, Italy, Spain, France, Netherlands and Sweden and an online presence in Austria, Switzerland, Belgium and Ireland.

### **About Systemax Inc.**

Systemax Inc. (<http://www.systemax.com>), a Fortune 1000 company, sells personal computers, computer components and supplies, consumer electronics and industrial products through a system of branded e-Commerce web sites, retail stores, relationship marketers and direct mail catalogs in North America and Europe. The primary brands are TigerDirect, CompUSA, Circuit City, MISCO, Inmac-WStore and Global Industrial.

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