

# Widget UK gets Fitbit - Consumer electronics distributor brings US market leading, design acclaimed trackers available to retailers in the UK from January 2012

Submitted by: Widget UK

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Fitbit, America's fastest growing fitness and wellbeing brand is launching in the UK on 2nd January 2012 with Widget, the consumer electronics distributor (<http://www.widget.co.uk>), as its chosen channel to retailers in the UK.

The Fitbit Ultra is an activity tracker that automatically syncs information to a personal web profile on Fitbit.com (<http://www.fitbit.com>), helping those looking to get and stay fitter and healthier to monitor and manage their daily activity and to remain motivated.

The brand was recently listed as one of the top 30 iconic design leaders in the US by Fast Company magazine, adding to a list that includes Apple, Nike and Starbucks. Fitbit has sold thousands of trackers since 2010 and business grew by over 300% in 2011 alone.

Trade only distributor Widget (<http://www.widget.co.uk/customerServices.aspx>) is to wholesale the product to carefully selected launch partners including Amazon.co.uk, Play.com and Firebox

Gareth Jones (<http://linkd.in/vmRT4y>), VP and European General Manager for Fitbit, said: "Fitbit and Widget are completely aligned in bringing to the UK consumers a proven set of products and services which motivate and support improvements in their health and wellness. Improvements which will result in weight loss, levels of self-worth increasing and reducing the likelihood of suffering chronic diseases. There are personal and corporate benefits to such improvements and Widget are well situation to make our products and services universally available to interested parties."

David Elder, Managing Director of Widget (<http://bit.ly/vhKLZS>) said "Widget aims to bring innovative products to our retail customers. Electronic fitness products is going to be a growing category in 2012 and our retailers are already showing enthusiasm for it."

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For further information about trade sales

Contact Widget Trade Sales (<http://www.widget.co.uk/contactus.aspx> +44 1438 842350)

or see who you know via Widget's LinkedIn page

(<http://www.linkedin.com/company/widget-uk-ltd/products>)

For press contact on Widget email [mark.needham\[at\]widget.co.uk](mailto:mark.needham@widget.co.uk) (<http://www.linkedin.com/in/markneedham>)

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About Widget UK Ltd (<http://www.widget.co.uk/>)

Widget UK Ltd distributes a tightly focussed range of products (<http://www.widget.co.uk/ourVendors.aspx/>) from manufacturers such as TomTom, Cisco and Orbitsound. Widget UK Ltd sells only to trade, and not directly to the public. Its customers are UK retailers and resellers, including Dixons Retail, Tesco, Maplin, Comet, Amazon.co.uk, Dabs.com, Play.com, QVC, Ideal Shopping Direct, Computacenter and SCC.

About Fitbit (<http://www.fitbit.com>)

Founded in 2008 in San Francisco, CA, Fitbit is the market leader for wireless activity trackers. Fitbit is dedicated to delivering simple, innovative health and fitness products and services that engage people to lead healthier, more active lives by giving them the tools to become more aware, more motivated and more fit every day. For more information please visit [www.fitbit.com](http://www.fitbit.com) and connect with us on Facebook or Twitter.