

# **Widget to distribute world's #1 location technology device Tile in UK, Benelux and Scandinavia**

Submitted by: Widget UK

Tuesday, 12 April 2016

---

Widget, a popular EU distributor which specialises in bringing the latest technology products to market through its channel partners, will distribute Tile, the #1 Bluetooth location technology device, to distribute its products in the UK, in Benelux, through its subsidiary Now Mobile and in Scandinavia through its associate company Newgen Distribution.

Tile is a Bluetooth locator and companion app that helps people find lost possessions such as keys, wallets, purses, cars, bags, luggage and more. Tile is an elegantly designed, tiny white square that pairs with a smartphone or tablet to become a homing companion for lost things. Users can simply open the app and ring any item that is in Bluetooth range or see its last known location on a map. Tile also works in reverse, allowing consumers to ring their smartphone with the push of a button on their Tile device itself even if the phone is left on silent mode.

Widget has previously brought major brands, such as TomTom, Fitbit, Sphero, Pebble and Flip Video, to the European region. Its customers include all the major electronic retailers in the UK, Benelux and Scandinavia.

Widget's Managing Director David Elder said: "Tile is the breakthrough product in the location technology market. The retailers which have already come on board with Tile have seen very encouraging sales and we are looking forward to expanding the retail points of presence across Northern Europe."

Launched in the US via a successful crowdfunding campaign in 2012, Tile attaches to everything from bikes to bags to key chains to help people locate the item if lost or stolen through a mobile app.

A single unit of Tile retails for €29.99 in most European countries and £19.99 in the UK. Further information on Tile can be found at [www.thetileapp.com](http://www.thetileapp.com) (<http://www.thetileapp.com>)

For further information about Widget

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

See who you know via Widget's LinkedIn page:  
[www.linkedin.com/company/widget-uk-ltd/products](http://www.linkedin.com/company/widget-uk-ltd/products)

For press enquires contact  
Mark Needham (<http://www.linkedin.com/in/markneedham>)  
[mark.needham@widget.co.uk](mailto:mark.needham@widget.co.uk)

Twitter: @widget (<http://twitter.com/widget>)

## 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, Fitbit, Pebble, Sphero and others. Widget UK Ltd sells only to trade, and not directly to the public. Its customers are European retailers and resellers, including Dixons Carphone's Currys, PC World and Elkjop outlets, Amazon's European subsidiaries, Argos, John Lewis, Tesco, Maplin, Sainsburys, QVC, Shop Direct, Computacenter and SCC. Through Now Mobile BV, Widget distributes to retailers in Netherlands and Belgium and through Newgen Distribution AB to retailers in Scandinavia.