Hitcase Appoints MMD as Exclusive U.K. Distributor For Premium CE, Lifestyle, Outdoor Accounts

Thursday 10 April, 2014

Hitcase (hitcase.com), makers of waterproof, shockproof, mountable iPhone cases and accessories for active people, today announced the appointment of MMD Distribution as their exclusive UK distributor (including Ireland and N. Ireland). MMD is one of Europe's leading distributors of high-end accessories for smartphones, consumer electronics, and accessories, and will begin placing Hitcase into boutique consumer electronics and lifestyle/outdoor accounts, as well as premium Apple re-sellers.

Effective immediately, MMD will introduce Hitcase into their extensive and focused network of key retailers and e-tailers; a robust marketing, public relations, and retailer education program will support sell-through and build awareness for Hitcase's innovative product line.

MMD has a history of dramatically increasing sales and mindshare for brands like Mophie, Otterbox, Lifeproof, Adonit, and many others. The addition of Hitcase to their product line up further cements MMD's reputation for investing in pioneering product categories with significant growth potential.

"We believe Hitcase is trailblazing a new approach to creating content on the go," said Micheal Sadleir, Director of MMD Distribution. "We couldn't be more excited to get behind this brand and expand its reach in the European market. No other product offers Hitcase's combination of technical excellence and versatility, and there's no question there's an untapped market for customers who will embrace the Hitcase philosophy."

Located in Ireland, MMD Distribution are an aggressive and seasoned team of technology experts and business executives, several of whom earned their stripes at Carphone Warehouse and other electronics giants. In six years, they've grown into one of Europe's most-respected distributors for retailers passionate about the latest gadgets and accessories.

"We've been looking for the right distribution partner in the UK; one that would bring technical expertise combined with knowledge of the active-lifestyle markets," said Christie Craig, VP of Global Sales at Hitcase. "The MMD team consists of an incredibly talented group of seasoned executives who have a knack for seeking out new innovative devices, and then applying a level of focus to those brands that dramatically grow market share. I'm excited to be partnering with MMD to help us develop our footprint within the UK."

About MMD
MMD Distribution was formed in 2008 by a group of passionate technologists and business experts. Today, they're one of Europe's leading distributors of high-end accessories for smartphones, tablets and other mobile and consumer electronic devices. From individual retailers and e-tailers, to leading Apple Premium Reseller's, MMD deals with hundreds of companies around Europe and beyond. MMD is always on the lookout for new customers that share their passion and interest for the latest gadgets and accessories.

About Hitcase
Hitcase is pioneering a entirely new product category: iPhone accessories for outdoor and active lifestyle enthusiasts that enable creative individuals to use the camera they already carry – their iPhone - to capture and share their life's passions. Hitcase designs a complete line of meticulously engineered, shockproof, waterproof, mountable iPhone cases, optical lenses, apps, and accessories. The Hitcase ecosystem transforms an iPhone into a wearable creative device for active people – wherever their adventures take them.

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