NEWS RELEASE

[TDL Gentek Press Release] - TDL Gentek and Mitel Announce Canadian Distribution Partnership

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TRENTON, Ontario - TDL Gentek today announced a strategic distribution partnership with Mitel, a global provider of business communications solutions. Under the agreement, TDL Gentek will distribute Mitel's unified communications and collaboration portfolio to partners across Canada.

The partnership streamlines Mitel's presence in Canada while providing service providers, MSPs, ITSPs, and system integrators with local access to Mitel solutions, supported by Canadian inventory, technical expertise, and enablement resources.

"Mitel is a proven communications leader, and this partnership strengthens our unified communications portfolio with a solution our partners already trust," said John Williams, Vice President, Sales at TDL Gentek. "Our role is to make Mitel solutions easy to deploy and support in Canada, with stocked inventory, local warehousing, and hands-on technical resources."

Focused Canadian Distribution

As part of the agreement, TDL Gentek will serve as Mitel's Canadian distribution partner, providing a Canada-based route to market for Mitel solutions. Partners will benefit from streamlined procurement, local technical enablement, and go-to-market support aligned to the needs of the Canadian channel.

TDL Gentek will distribute Mitel hardware, software assurance, and subscription services.

“We are very pleased to be working with TDL Gentek moving forward,” said Steve Loebrich, Head of Channel and Distribution Sales at Mitel. “Beyond the clear operational and market advantages this partnership delivers for our Canadian partners, we see a strong alignment in our cultures and a shared commitment to partner success. TDL Gentek brings an exceptional leadership team and a deep understanding of the Canadian market, and we look forward to working closely together to expand access to Mitel’s modern communication solutions. For our customers, this partnership ensures they have the secure, specialized tools needed to connect their workforce and customers in today’s ever-changing environments.”

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About TDL Gentek

TDL Gentek is Canada’s premier distributor of connectivity and technology solutions. With more than 45 years of experience, TDL Gentek is a stocking distributor supplying broadband, unified communications, networking, security, and installation solutions to service providers and channel partners across Canada.

About Mitel

Mitel is a global leader in business communications, providing businesses with advanced communication, collaboration, and contact center solutions. With more than 70 million users across over 100 countries, Mitel empowers organizations to connect, communicate, and collaborate seamlessly, with the flexibility and choice they need to thrive, both now and for the future. Through proven experience and innovative solutions, Mitel delivers communications without compromise. For more information, go to www.mitel.com and follow us on LinkedIn.