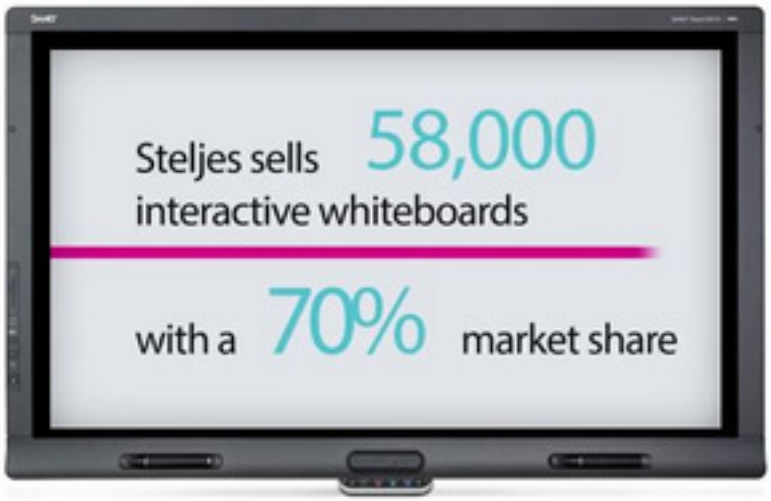


After nearly three decades in business, one of the UK's largest and longest-standing AV distributors, **Steljes Limited**, has been put into administration. The news affects Steljes Limited-- not other parts of the business, including Steljes Rental.

Two weeks ago more than 30 Steljes staff were facing redundancy but the distributor still couldn’t meet overheads—and the finger is pointing to recent changes in its contractual relationship with its largest vendor, **SMART Technologies.**

With sales down 2% to £53.85m and an operating loss of £1.28m (fiscal year ending 30 June 2015), sales were slowing on their main product, interactive whiteboards (SMART could have been as much as two-thirds of Steljes' sales).

In April, SMART began supporting resellers directly in the UK and using distribution only for fulfilment: Steljes had to move from a value to a volume model for their largest vendor.


Steljes sells 58,000
interactive whiteboards
with a 70% market share

Steljes