

KIOXIA

ELKJØP BECOMES NORDIC RETAIL PARTNER FOR KIOXIA



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Düsseldorf, Germany, 22. September 2020 – [KIOXIA Europe GmbH](#) (formerly Toshiba Memory Europe) is pleased to announce that Elkjøp, the largest consumer electronics retailer in the Nordic region, has become KIOXIA's new official Nordic retail partner. Elkjøp is providing KIOXIA's consumer product portfolio across the Nordic countries.

With its comprehensive portfolio of microSD, SD, USB memory and SSD, KIOXIA offers consumer products that are specifically designed for enabling end-users to store their digital way of life whenever and wherever they want.

Elkjøp will be an important retailer for KIOXIA as it operates in Norway, Sweden, Denmark, Finland, Iceland, Greenland and in the Faroe Islands with more than 400 stores and their online stores.

"Elkjøp was a key partner for us in the Nordics under Toshiba Memory and we are proud to continue this partnership with our new independent company, KIOXIA", said Mr. Jamie Stitt, KIOXIA General Manager B2C Sales & Marketing. "Elkjøp's broad omnichannel presence will provide an essential basis for the KIOXIA brand to grow further across the Nordics, reaching customers with storage needs for home computing, gaming, photography, and more"

Elkjøp sees KIOXIA as an important brand, highly innovation-focused and more agile than ever before to deliver exciting, new flash technology, to provide more choice with a complete product spectrum for customers and enable end-users anywhere to benefit from KIOXIA's memory solutions.

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“We are excited to get KIOXIA on board as an important partner for microSD, SD, USB memory and SSD. Together we will continue to build the product groups in the Nordic market”, said Thomas Hegerlund, Category Director at Elkjøp Nordic AS.

With its new consumer products, KIOXIA puts great emphasis on retaining the same excellent quality, performance, and reliability standards that consumers have come to expect from the formerly known Toshiba Memory product line-up. KIOXIA commits to preserving high standards, and its dedication to the development and production of innovative class-leading flash storage solutions to meet the ever-changing customer demands.

KIOXIA’s consumer products are now available on Elkjøp’s online-store: [Elkjøp](#)

About KIOXIA

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH 3D technology, KIOXIA continues to pioneer cutting-edge memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

Visit the [KIOXIA Website](#)

About Elkjøp

Elkjøp is one of the Nordic region's largest trading companies in consumer electronics and electrical household appliances, and sales of goods and services for NOK 38.3 billion in the 2018/19 financial year. Operating profit was NOK 1,228 million. The Group has established retail operations in Norway, Sweden, Denmark, Finland, Iceland, Greenland and in the Faroe Islands, with the main anchor around the supermarket concept. All of the more than 400 stores in the Nordic region mainly receive their supply from their own distribution operations, with a central warehouse in Jönköping of 107,000 square meters. About 11,000 employees are employed in the Elkjøp Group, which is owned by British Dixons Carphone - one of Europe's largest consumer electronics retailers.

Visit the [Elkjøp Website](#)

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