

About Union Distribution

Union Distribution is a European group of companies specializing in the production, distribution, and development of consumer electronics and home technologies.

Founded in 2011 in Prague, Czech Republic, Union Distribution has grown into a strong international player operating in **42 countries** across Europe, supported by a professional team of **60+ employees** and a developed infrastructure of representative offices, logistics hubs, and production facilities.



What we do

Union Distribution operates across the full B2B value chain, providing partners with reliable products and comprehensive market support in three key areas:

- Blaupunkt TVs, OTT products, and Projectors
Licensed production and official distribution across the European market, tailored to regional requirements.
- Venta climate technology
Distribution of high-quality climate solutions focused on comfort, performance, and long-term reliability.
- UD brand
Development and distribution of our own line of reliable TVs, as well as Small Domestic Appliances (SDA) and Major Domestic Appliances (MDA).



About Us

2011

established

in Prague, our company has built a strong reputation and stability.

42

countries

of presence confirm our growth and reliability.

10+10

years

as a Blaupunkt as a Blaupunkt manufacturer and distributor demonstrate long-term trust and commitment

60+

employees

expert sales & marketing hub, strong logistics, reliable after-sales.



**TV | OTT products | Projectors
manufacturing & distribution**



LICENSE
10 + 10 years
till 2045

- Albania
- Andorra
- Austria
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Kosovo
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Moldova
- Monaco
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- San Marino
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- United Kingdom
- Ukraine

● BLAUPUNKT

100 YEARS OF INNOVATION






**With Blaupunkt, happy
clients come back**

● **BLAUPUNKT**

Made for Everyday Life

- **German reliability** - TVs that work every day without compromise
- **Smart & simple** – intuitive systems for all generations
- **Popular apps support** – Netflix, YouTube, Prime Video, etc.
- **Picture & sound that impress** - Mini LED, MEMC, QLED, HDR, Dolby Vision, Dolby Atmos – and much more
- **Design that fits anywhere** – elegant frameless style
- **The right choice** – trusted quality at fair cost





Why Blaupunkt for B2B

It's Easy to Work With Us Because

- **Trusted brand** - over 100 years of history and strong German quality
- **Wide product range** - options for every budget and market segment
- **Marketing & design support** - complete materials for every product launch
- **Sales guidance** - expert consultation on which models will succeed in your market
- **Innovation-driven** - always in step with trends and latest technologies
- **Regional flexibility** - tailored SKUs, platforms, and operating systems
- **Deep market expertise** - understanding local specifics to support your strategy
- **Reliable logistics** - consistent and dependable delivery

TV Families by system



UD



2025 / 2026 Trade Line Up



* - optional

Steps of Collaboration

1. Contact & Needs Assessment

We listen to your requirements and understand your market specifics.

2. Product Selection

Together we choose the best models and solutions for your business.

3. Marketing & Sales Support

We provide ready-to-use graphic assets, POS materials, and promotional guidance.

4. Logistics & Delivery

Reliable logistics network and flexible solutions for different regions.

5. After-Sales & Long-Term Partnership

Warranty, service, and continuous consultation to ensure growth.



● BLAUPUNKT

IRON  LYNX

OFFICIAL SPONSOR



Trusted by Our Partners





LET'S TALK!

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