

NEWCOM

BRAND CATALOGUE



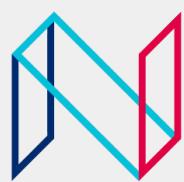
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ABOUT NEWCOM

Founded in 2003, Newcom came about as a belief in the need for a robust distribution system and has prevailed in creating and maintaining the trust of large-scale customers in the Middle East and Africa. Newcom's range of products started with personal computer accessories and has expanded to enterprise solutions, gaming peripherals, and smart home devices.

Through time, Newcom's expertise has shaped to bridge the gap between vendors and partners by operating as a specialist in forming solution-based offerings that meet the requirements of the market's consumers.

Today, we are active in multiple regions across the Middle East and Africa, with our main operations located in the United Arab Emirates. Newcom caters to various market segments and requirements for partners, and ensures them fast deliveries by utilizing robust central warehousing facilities in Dubai and Jebel Ali.



CELEBRATING 20+ YEARS

2000+

Channel Partners Across MEA Region

7+

Elite and Best Brand Partners

80+

Employees



Award Winning
Distributor



Impeccable
Sales Support



Speedy Deliveries
& Logistics



OUR PRESTIGIOUS BRAND PARTNERS

logitech **logitech G** **SAMSUNG**

 **tp-link | tapo** **NETGEAR®**

Targus® **MERCUSYS®** 





BUSINESS SOLUTIONS

logitech

SAMSUNG

NETGEAR®

Newcom provides reliable business technology from leading brands like **Logitech** and **Samsung**. Our range includes professional monitors, video conferencing systems, and workplace accessories designed to improve productivity and collaboration. With trusted quality and modern design, Newcom helps businesses create efficient, connected, and professional work environments.

CONSUMER SOLUTIONS

logitech  **SAMSUNG**  **tp-link | tapo** **NETGEAR®**

Targus®

MERCUSYS®

 **Arozzi**

Newcom works with trusted global brands like:

Logitech, Samsung, TP-Link|Tapo, Netgear, Targus, Mercusys and Arozzi to bring quality technology to consumers. We offer a wide range of products including smart home devices, Wi-Fi systems, computer accessories, and monitors. Every product we provide is reliable, easy to use, and designed to make everyday life more connected and convenient.



logitech - B2C



Logitech is a Swiss company, whose name has been associated with quality and durability for years. Logitech's consistent brilliance in manufacturing computer peripherals has meant that end-users have never had to think twice about purchasing their product. Logitech's offerings by Newcom include a wide range of personal, gaming, and business accessories and solutions, including keyboard and mouse combos, 4K webcams, video conferencing cameras and microphones, and award-winning gaming mice and wheels.



Apple
Accessories



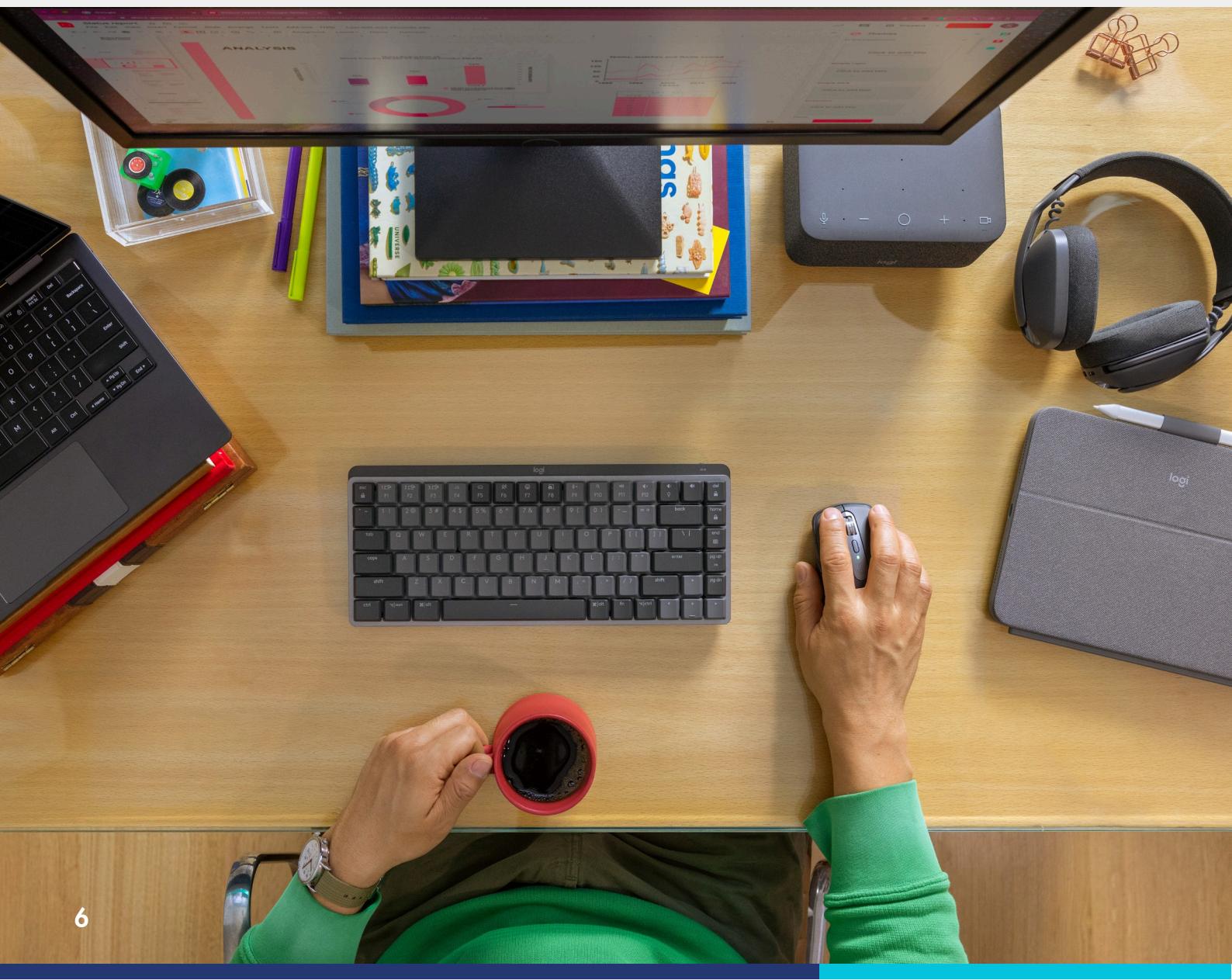
Mice and
Keyboards



Gaming
Accessories



Headsets





logitech - B2B



Logitech's suite of all-in-one video-conferencing solutions are designed to cover all meeting spaces from small huddle spaces to large conference rooms. Using Logitech's proprietary RightSense technology, everyone in the meeting will be framed, exposed, and heard the optimal way.



Video
Conferencing

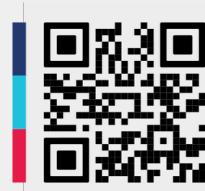


Personal Workspace
Solution





SAMSUNG



Samsung is one of the biggest display manufacturers in the world. Their portfolio includes every type of display for every type of workflow imaginable; from productivity-focused smart monitors to color-accurate ones for artists, and top-quality displays for gamers. With advanced patented technologies, Samsung monitors continue to set the standard for the monitor industry.



Mainstream Monitors



Gaming Monitors



Smart Monitors



Hi Res Monitors

Screen Size Range from 19" to 57"





TP-Links' sub-brand Tapo is one of the newest and most high-potential smart home solution brands in the region, due to its great quality and competitive prices. Tapo is already growing exponentially in becoming a market leader within the region by offering a complete ecosystem of smart home devices, including smart indoor and outdoor security cameras, sensors, light switches, and light bulbs.



Smart
Bulbs



Smart
Cameras



Smart
Switches

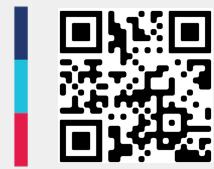


Smart Sensors
and Hubs





NETGEAR®



Netgear is a global leader in networking technology, offering reliable and high-performance solutions for homes and businesses. From powerful Wi-Fi routers and mesh systems to smart switches and access points, Netgear products are built to deliver fast, secure, and seamless connectivity—keeping people and organizations connected anytime, anywhere.



WiFi
Routers



Range
Extenders

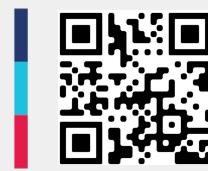


Access
Points





MERCUSYS®



Mercusys designs dependable networking solutions for the modern connected world. We know that seamless connectivity powers productivity, entertainment, and communication—so we continuously innovate high-performance devices that deliver strong, stable, and secure connections. From high-speed routers and range extenders to mesh Wi-Fi systems and network adapters, our products are built for homes, offices, and small businesses. With easy setup, sleek designs, and reliable performance, Mercusys keeps millions connected effortlessly—powering faster, smarter, and more stable internet experiences every day.



WiFi
Routers



Range
Extenders



Access
Points





Targus®



Targus has been creating and providing innovative tech solutions and accessories for 40 years. We understand the new world, the way we now work and live has changed. We're consistently creating and developing solutions to work with the modern world and increase individual and workforce productivity. Enterprise grade, universal, backwards compatible, and future ready solutions are crucial in supporting the widest consumer base. From docks to power, backpacks to tablet cases, we are trusted to carry, connect and protect your tech. This is why we are trusted by companies big and small across the globe.



Video
Conferencing



Bags &
Sleeves



Headsets



Tablet & Laptop
Accessories





Arozzi is a relatively new Swedish company founded in 2013 focused on making gaming accessories, including ergonomic desks and chairs for gamers and other professionals who spend long hours at their computer desks. Arozzi's gaming chairs and desks are some of the most premium on the market and fit various use cases and scenarios, whether for gaming or office use.



Gaming
Chairs



Gaming
Tables



OUR CORE OFFERINGS



Display
Solutions



Video
Collaboration



Computer
Accessories



Gaming
Accessories

VENDOR OFFERINGS

Newcom's relationship with its vendors is of integral importance to the health and success of the company and our partners. From the moment a vendor has chosen to work with Newcom, our team of sales, brand development, marketing, finance, and logistics experts align to ensure the company can prepare a catered strategy and plan of action to propose. Newcom's goal is to ensure that, regardless of the length of the collaboration, our vendors can always count on us for strategic support and insight to elevate their business opportunities and reach within the region.

PARTNER OFFERINGS

Newcom caters to three main segments of the market: small and medium-sized retailers, power retailers, and system integrators. We offer a wide range of services and support to our partners to ensure the strength and success of our collaboration and deliver on our promise of a partnership beyond business relations. These services include, but are not limited to:

- A selection of premium brands and products that fit the current demands of the market
- Incentives and loyalty programs to offer unique perks to esteemed partners and foster relationship growth with new partners
- Educational opportunities, such as trainings, seminars, and workshops that offer partners exclusive access to information about the latest products offered by our vendors, thus providing partners with a competitive edge
- Presales and communication support, as required, to ensure that partners have all the relevant information they need to succeed in nurturing leads and converting profitable deals
- Credit support to streamline business collaboration and speed up growth opportunities by making each transaction more efficient
- Marketing research and support, including marketing material and merchandise creation, brand asset sharing, and strategic marketing proposals intended to increase conversions



NEWCOM

Partnership Beyond Business

HEADQUATERS (DUBAI)

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