

## Victron Energy B.V appointed ASA Boot Electro as distributor

[www.victronenergy.com](http://www.victronenergy.com)

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### **Victron Energy B.V appointed ASA Boot Electro as distributor**

**Victron Energy, a leading supplier of power solutions in the worldwide marine market, has appointed ASA Boot Electro as one of their new distributors.**

ASA Boot Electro and Victron Energy have a long history together. ASA was a Victron distributor for many years. Recent market developments and Victron's current product portfolio have inspired ASA to go "back to their roots". Twan Bogert, CEO of ASA Boot Electro, says: "The products of Victron Energy, the quality of their organisation, their product development and the management led by the Vader family were all deciding factors which have led us to reinstate our cooperation with Victron Energy. Also, their pricing strategies in combination with their product portfolio is of such high standard that we are very confident about this renewed cooperation".

"The products of Victron Energy enable ASA Boot Electro to supply their current relations with a better range of products for market-based prices. Something which is not insignificant in the new market situation in which we find ourselves these days".

"Victron believes in cooperating with experienced partners who mainly supply and support installation- and service corporations. This is what we do best at ASA. And Victron is excited to entrust us with this role. An excellent starting point for a future-proof partnership if you ask me", adds Twan Bogert excitedly.

#### **About ASA Boot Electro B.V.**

ASA Boot Electro (marine electrics) is a specialized distributor in products, materials and systems to yacht builders, integrators, service centres and marine retailers. Our 12 experienced specialists are committed to sales and service of products and systems for pleasure crafts, super yachts and small commercial vessels.

Asa was established in 1952 and services the Benelux maritime market, the company is located just north of Amsterdam in the Netherlands.

For more information please visit [www.asabootelectro.nl](http://www.asabootelectro.nl) or contact [marketing@asabootelectro.nl](mailto:marketing@asabootelectro.nl)

#### **About Victron Energy**

Our products include sinewave inverters, sinewave inverters/chargers, battery chargers, DC/DC converters, transfer switches, battery monitors and more. Victron Energy has a strong, unrivalled reputation for technical innovation, reliability, and build quality. Our products are widely considered to be the professional choice for independent electric power