

NORDIC DISTRIBUTOR SHORTLIST · Q2 2026

# Nordic Technology Distributors

A vetted list of 16 distributors active in the technology sector across Sweden, Denmark, Norway and Finland.

Curated by Miguel Baptista · Fractio  
Data reviewed 2026-04-21 · [nordicdistributors.com](https://nordicdistributors.com)

## Why technology in the Nordics

# Nordic Technology Distributors

Nordic tech distribution spans IT hardware, networking, enterprise software, cloud services, IoT and professional audio-visual. The region is digitally mature — Sweden and Finland regularly rank in the top 5 globally on IT infrastructure — with major value-added distributors, reseller networks and MSPs. Buying centres are split: enterprise (Ericsson, Volvo Group IT, Telia, public sector) vs SMB (via channel partners) vs consumer (retail chains).

## How to use this shortlist

- **Start with coverage.** A distributor listed for 'Nordic' usually means strong in one country and partner-dependent in the others. Cross-check the country column.
- **Match the channel.** Each sector has multiple distribution channels (e.g. hospital vs private, retail vs specialty). Ask the distributor which they actually own.
- **Brief 3 at once.** The fastest way to benchmark a distributor is to compare their response to two others. NordicDistributors.com lets you send a structured brief in 60 seconds.
- **Budget a timeline.** Nordic commercial decisions are slower than Iberian or US equivalents. Plan 3–6 months from first brief to signed agreement for a straightforward product; 9–18 months if regulatory work is open.
- **Use the sector-specific question.** See the highlighted tip on the next page.

**Sector-specific question to ask:** For enterprise tech, ask which Swedish public-sector framework agreements the distributor is on. For channel-led tech, ask their resellers-under-management count.

## THE DISTRIBUTORS

# 16 technology distributors active in the Nordics

## ALSO Holding

**Pan-Nordic** · [www.also.com](http://www.also.com)

ICT solutions distributor with extensive Nordic coverage. Supplies IT products, cloud solutions, and technology services to enterprises and channel partners across the region.

## Elfa Distrelec (RS Scandinavia)

**Pan-Nordic** · [www.elfa.se](http://www.elfa.se)

Founded in 1945, leading distributor of technical components and automation solutions. In transition to RS platform, providing electronic components, measurement tools, and industrial electronics across Scandinavia.

## Komplett Group (Itegra)

**Pan-Nordic** · [www.komplettgroup.com](http://www.komplettgroup.com)

Leading online retailer and B2B distribution platform. One of Scandinavia's largest technology and consumer electronics distributors with strong e-commerce and logistics infrastructure across multiple Nordic countries.

## More Electronics

**Pan-Nordic** · [www.moreelectronics.dk](http://www.moreelectronics.dk)

Leading electronic components distributor since 1995. Specializes in professional electronics, components, and automation solutions across the Nordic and Baltic regions.

## TD Synnex

**Pan-Nordic** · [se.tdsynnex.com](http://se.tdsynnex.com)

Major enterprise IT distributor serving all Nordic markets. Provides comprehensive IT hardware, software licensing, and enterprise solutions to businesses and resellers across Scandinavia.

## AV Industry

**Denmark** · [www.av-industry.dk](http://www.av-industry.dk)

Specialist in Hi-Fi, consumer electronics, telecommunications, and AV products. Official Victrola distributor for Scandinavia, serving both retail and professional markets with premium audio and visual solutions.

## Direct Hardware Supply

**Denmark** · [www.directhardwaresupply.com](http://www.directhardwaresupply.com)

Specialist in refurbished IT hardware since 2010. Provides cost-effective, certified refurbished servers, storage, and networking equipment for businesses seeking sustainable enterprise IT solutions.

## Ingram Micro AS

**Norway** · [no.ingrammicro.eu](http://no.ingrammicro.eu)

Major IT distributor serving Norway and broader Nordics. Offers wide range of IT hardware, components, peripherals, and software with technical support, credit extension, and training.

## Inrego

**Sweden** · [www.inrego.com](http://www.inrego.com)

Specialist in circular IT and refurbished hardware with 30+ years of experience. Provides sustainable, cost-effective technology solutions through refurbished servers, workstations, and enterprise IT equipment.

## Nordic Semiconductor

**Norway** · [www.nordicsemi.com](http://www.nordicsemi.com)

Based in Trondheim, specializing in IoT semiconductors and ultra-low-power wireless solutions. While primarily a semiconductor design company, serves as a key technology partner and innovator in the Nordic IoT ecosystem.

## PARTCO

**Finland** · [www.partco.fi](http://www.partco.fi)

Leading electronic components distributor based in Vantaa. Serves professionals, makers, DIY enthusiasts, and engineers with a comprehensive range of components for prototyping and professional applications.

## Rexel Sverige

**Sweden** · [www.rexel.com](http://www.rexel.com)

Major supplier of electrical supplies and electronic components. Acquired Elektroskandia, strengthening its position as a leading distributor of electrical products and components for professionals and industries.

## Septon Electronic

**Sweden** · [www.septon.se](http://www.septon.se)

Specialist in high-end AV solutions and professional lighting. Part of the DistIT group, serving professional installations, integrators, and enterprises requiring premium audio-visual and lighting technology.

## Tecsys

**Denmark** · [www.tecsys.dk](http://www.tecsys.dk)

Denmark's largest automatic data capture supplier with 25+ years of experience. Specializes in barcode systems, RFID, data capture solutions, and supply chain technology for enterprises.

## Vendora Nordic

**Sweden** · [www.vendora.se](http://www.vendora.se)

Premier distributor of Apple products and smart home technology. Focuses on premium consumer electronics, connected devices, and integrated smart home solutions for the Scandinavian market.

## Yleiselektronikka

**Finland** · [www.ylelek.fi](http://www.ylelek.fi)

Established electronic components distributor with 55+ years of experience importing and supplying electronic components to professionals and industries across Finland.

## WHAT'S NEXT

# You have the shortlist. Now what?

### **Brief 3–5 distributors at once.**

Go to [nordicdistributors.com](https://nordicdistributors.com), open each profile page, and send a structured brief. Takes under 60 seconds per distributor. Miguel forwards the brief to them by email and chases a reply by day 5. You get a confirmation email after every submission.

### **If briefing isn't enough, book a 20-min diagnostic.**

Pricing strategy, regulatory path, country sequencing, tender windows. In 20 minutes Miguel will tell you what's realistic for your product, budget and timeline. Free. No pitch if there's no fit.

### **If the full launch is on the table, Fractio takes it on.**

Fractional Sales Director, country launch retainer, or distributor-contract negotiation — three engagement formats depending on what you need. Nordic-Iberian specialists. Portuguese, Spanish, English, some Swedish.

## BEHIND THIS SHORTLIST

### **Fractio · Nordic-Iberian go-to-market**

Behind NordicDistributors: Miguel Baptista, founder of Fractio, has spent the last nine years as Country Manager for a Swiss precision medical-device manufacturer. Built a country affiliate from scratch, grew sales 20x in seven years, and the Portugal playbook is now the case study taught to EMS subsidiaries worldwide. The free distributor-brief flow on [nordicdistributors.com](https://nordicdistributors.com) is the first step. The paid engagement starts when you need someone who has actually run the launch.

**Book a 20-min diagnostic call →**  
**[fractio.se/#contact](https://fractio.se/#contact) · [miguel@fractio.se](mailto:miguel@fractio.se)**

This shortlist is a snapshot at 2026-04-21. Distributor portfolios, coverage and agreements change — always verify before contract.