

## **Wavelink undergoes rebranding to reflect business expansion**

**Melbourne, March 2, 2011** – Wavelink, a value added distributor of business IP, wireless, communication and network security and access solutions, has announced it has rebranded the company logo by dropping the word ‘Communications’ to reflect expansion across the business.

Ilan Rubin, managing director, Wavelink, said, “The branding change reflects the expansion Wavelink has experienced over recent years, from distributing almost exclusively wireless voice communication solutions to a much broader range of complementary internet protocol (IP), wireless, communication and network security and access management solutions.

“Rapid changes in technology and customer demand has given Wavelink the opportunity to grow and take on new partnerships to expand its business portfolio to meet the growing needs of businesses for integrated technology solutions.”

“Part of this change also includes a new by-line, which positions Wavelink as a source of the best technology from around the world combined with the local expertise to effectively distribute and support those solutions. This branding change is about how Wavelink sees itself moving forward and how we want our stakeholders to see us,” Rubin said.

### **About Wavelink**

Wavelink ([www.wavelink.com.au](http://www.wavelink.com.au)) specialises in the supply, marketing and support of a range of leading edge business IP, wireless, communication and network security and access solutions. Wavelink distributes a range of products from Meru Networks, Polycom, Digium, Cisco, AirTight, Nomadix and Identity Networks.