

# Hisense's new B2B offering gains traction as business in Africa booms

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Hisense, supplier of affordable and high-quality electronic goods, is rapidly gaining traction across the continent's business-to-business market and is poised to become a significant player in Africa, where it is already a leader within the consumer goods category.



“While best known as SA’s preferred manufacturer of televisions, we offer a diverse portfolio of B2B products that cater to a wide range of business needs, from Laser TV, Hisense Digital Interactive Board (HDIB), digital signage, video walls and mobile, to beverage coolers, commercial freezers and air-conditioning units,” explains Serena Lee, Marketing Manager at Hisense.

Laser TV, one of Hisense’s most popular B2B products, offers dual-colour laser, a large screen with crystal-clear picture and cinema sound, “making it ideal for pitch-perfect presentations and digital meetings,” says Lee, “while products such as our commercial displays, digital signage and video walls offer businesses an enhanced advertising or educational experience that better engages audiences.”

Founded in 1969, Hisense first entered South Africa in 1996, and today boasts a nationwide footprint with distribution to over 3,000 chain stores and 500 home appliance stores, with export across Africa.

The company’s foray into B2B supply is proving fruitful in South Africa, with a number of prestigious projects already under the manufacturer’s belt, including the wide-scale installation of air-conditioning systems at the Royal Sky Hotel and several medical centres in Johannesburg.

Hisense has also made significant inroads across the African landscape, with projects completed in Botswana, Burundi, Congo, Ghana, Kenya, Malawi, Mozambique, Tanzania, Tunisia and the Seychelles, off East Africa.

Lee says, “A recent highlight was our partnership with Ghana’s Government Office to roll out air-conditioning units in the High Court, Ministry of Foreign Affairs, the Freezone Board and Parliament; the latter of which was a 60,000m<sup>2</sup> project. The units are attractive to businesses due to their powerful cooling capabilities and power-off memory/power-back automatic recovery, which reduces electricity costs as well as those of human labour.”

With over 1,800 South African employees and a R350-million state-of-the-art manufacturing facility – which has capacity to produce up to one million TVs and 500,000 fridge products per annum – Hisense has the necessary skills and scale to handle the added demands of commercial supply.

“We’ve since further expanded our factory and built a number of industrial parks across the country. The positive knock-on impact of this is that we’ve been able to create hundreds of new jobs in South Africa, where unemployment resides at around 28%.

“We are extremely excited about the opportunities within Africa – particularly within the B2B space – and we look forward to

continuing to invest in the continent,” concludes Lee.

### Hisense B2B product offering:

Hisense’s **Laser TV** offers dual-colour laser, a large screen with crystal-clear picture, and cinema sound. The audio is elevated by the JBL system (comprising 14 independent speakers and a handmade wireless subwoofer) together with dbx-tv audio technology, offering faultless sound.

**HIDB** (Hisense Interactive Digital Board) offers a cutting-edge interactive alternative to a digital projection whiteboard. It features a highly responsive touch screen for writing and erasing, as well as 4K UHD resolution for vivid presentations. Its rapid computing capabilities make video meetings a far more immersive multimedia experience.

**Digital signage** offers businesses an enhanced advertising or educational experience that will better engage customers. The product range includes a variety of different display sizes that extend to 65”, and which can be set to portrait or landscape. Each model features an extended battery life, two 5W or 8W built-in speakers, while the E and K series also offer a headphone jack for a completely immersive audience experience.

Hisense’s **video wall** helps businesses create connections with their customers and employees, thanks to its powerful 1920x1080 pixel resolution, 49” or 55” display and direct LED or D-LED backlight, for a clearly illuminated viewing experience.

Hisense’s **beverage cooler** features refrigerator capacities of up to 1,000l, while its no-frost feature (only available in certain models) and interior fan keep beverages refreshingly cool, not frozen. The cooler’s adjustable shelves allow for increased storage flexibility, while interior LED ensures beverages are attractively illuminated. The wide range of capacities for varying bottling amounts and visible product display make these coolers ideal for restaurants, shops and offices. Hisense also offers a range of heavy-duty yet sleekly designed commercial freezers, which feature reinforced E-glass and aluminum or steel liner for increased durability and longevity. Casters make these hard-wearing freezers easy to move.

Hisense was the first manufacturer of **aircon** units to offer automated commutation function; with its power-off memory, power-back automatic recovery, units can reduce electricity costs as well as those of human labour. The units boast powerful cooling capabilities as well as excellent energy efficiency ratios, and other features include remote monitoring and system pressure protection. According to 365 days a year/24 hours a day continuous operation design (MTBF), the units offer continuous trouble-free running time of more than 100,000 hours.

### Mobile

The Hisense Infinity H30 has a clear 6.5” water-drop display and screen-to-body ratio of 83.3%. The impressive battery with Artificial Intelligence (AI) power-saving allows for extended battery life, better meeting the needs of those who use their phones frequently for business.

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