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NSSL Group Signs on as Distributor for Thrane

NSSL Group of London, which specializes in solving mobile communications conundrums for yachters, has set up a subsidiary called the NSSL Wholesale Co. to market satellite and radio equipment built by mobile-communications giant Thrane & Thrane of Lyngby, Denmark.

The arrangement calls for NSSL to sell Thrane's satellite and radio communications equipment throughout Europe, and eventually in the Middle East, Africa and parts of Asia, said Danielle Edwards, product marketing manager for NSSL Group. NSSL Wholesale will distribute the equipment to satellite solutions providers, who sell the services to consumers, Edwards said.

Thrane & Thrane builds mobile communications equipment compatible with the Iridium and Inmarsat satellite constellations. The company has decided to distribute its products via wholesalers, Edwards said.

One of the customers for the new wholesaler could be NSSL Ltd., the NSSL unit that installs mobile satellite equipment for consumers, said Edwards. The Wholesale Co. was set up in part to ensure fairness. "We didn't want it to seem that NSSL had an unfair advantage," she said.