

Daxten expands its portfolio of airflow and cooling optimisation products for data centres.

## **Daxten celebrates becoming EMEA wide distributor of Koldlok® with an extra 10% off promotion**

**London/ Albuquerque, NM, December 6<sup>th</sup> - Upsite Technologies, Inc. the innovative manufacturer and market leader in data centre airflow efficiency, announced it has signed a sales and distribution agreement with UK-based Daxten for the European markets. This agreement is mutually significant as Upsite Technologies expands its international footprint and Daxten expands its portfolio offering of comprehensive data centre airflow management solutions. With immediate effect, Daxten offers the entire award winning, patented LOK Family including KoldLok® grommets, HotLok® blanking panels and EnergyLok Services. With this cooperation and the allocated resources, Upsite Technologies and its European partner Daxten are in the best position to respond to all customer demands to provide data centres with efficient airflow management. To introduce the EMEA distributor status, Daxten offers an additional 10% discount on new orders for multiples of 10 KoldLok® units received before the 31st of December 2011.**

”Due to the partnership with Upsite Technologies we are able to offer comprehensive airflow management solutions for the data centre environment, offering data centre owners and operators significant cost savings and improved reliability”, said Chad Rislov, Daxten Founder and Managing Director. “With Upsite Technologies products, we extend our product portfolio and knowhow in the fields of airflow management, cooling optimisation and physical power distribution to complete data centre infrastructures with the smallest form factor, highest energy and operation efficiency in the market.”

Improper sealing of cable openings in a data centre allows valuable cold air to escape and contributes to ineffective cooling of IT equipment. The KoldLok® raised floor grommet is a superior sealing solution that optimises current data centre cooling infrastructure, mitigates equipment heat loads and increases data centre reliability. In addition the HotLok® Blanking Panels provide the lowest total cost of ownership and highest energy savings of any blanking panel on the market. HotLok® immediately increases the efficiency of the data centre’s cooling system and delivers quick payback and long term energy cost savings including up to a 29% decrease in operating expenses.

“Daxten has significant experience in the DC markets with high-level strategic accounts and best-practice techniques to distribute our LOK solutions across the EMEA regions”, said Erez Borowsky, Vice President of Product, Marketing and Sales at Upsite Technologies. “Daxten’s existing and prospective resellers and their customers will gain profit from elegantly engineered Upsite products and solutions that are specifically designed to maximize data centre airflow efficiency, improve PUE, and effectively dissipate heat. The main advantage for customers when using LOK technology and services is that they can optimise the energy efficiency in their data centres by up to 50 percent or more– and that they can start saving immediately with Daxten’s special introductory offer.”

The KoldLok® suite of products is available from Daxten with immediate effect. For further information please contact Daxten on +44 (0)20 8991 6200, [info.uk@daxten.com](mailto:info.uk@daxten.com) or [www.daxten.co.uk](http://www.daxten.co.uk)



Upsite Technologies, Inc. innovates and manufactures highly engineered sealing products and service solutions to maximize computer room airflow efficiency. Our award winning, patented LOK Family of Solutions include KoldLok® grommets, HotLok® blanking panels and EnergyLok Services. Upsite is an ENERGY STAR Service and Product Provider Partner.

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Daxten was founded in 1994 as Dakota Computer Solutions. Today Daxten is a market leader in data centre cooling optimisation solutions. As a manufacturer and distributor of innovative solutions, Daxten is at the forefront of promoting energy efficiency within the data centre. Daxten offers cutting edge power distribution and management solutions which improve the energy efficiency and reliability of the data centre. Power distribution solutions such as the Starline Track Busway support IT managers in their pursuit of reliability and efficiency of IT operations. Daxten is also a Value Add Distributor for IT management and data centre facility solutions from Austin Hughes, Avocent, CoolControl, Dataprobe, Digi, Minicom, PlenaFill, Raritan, Server Technology, Triad Floor Tiles, UE Corp. (Starline), Upsite Technologies (KoldLok) and Uptime Devices. In addition Daxten is a leading manufacturer of its own connectivity product lines. The company has facilities, subsidiaries and partners across Europe and the USA. As a provider of connectivity, power and cooling optimisation and high-end KVM products as well as infrastructure management solutions it is our mission to support IT managers worldwide, to ease their working life and to protect their companies against critical downtime. In Europe Daxten is headquartered in London and Berlin. For further information please visit [www.daxten.com](http://www.daxten.com), [www.daxten.co.uk](http://www.daxten.co.uk) or [www.daxten.de](http://www.daxten.de).



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