

# Takealot to now stock LaCie - leading global data storage solutions brand

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Seagate Technology's premium brand '[LaCie](#)' designs world-class external storage products for creative professionals and Apple users. LaCie products, differentiated by their sleek design and unmatched technical performance, are now available from one of South Africa's leading online stores, [takealot.com](#).



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Takealot's nationwide service allows prosumers, creative industry and IT professionals across the country to easily purchase from the [available product range](#), and ship to their preferred location.

"We are pleased to partner with Takealot in supporting the workflow of creative professionals, helping them to unlock their potential. LaCie is committed to providing innovative solutions and platforms which allow digital content to be effectively created, stored, shared and accessed, whenever needed," says Edouard Doutriaux, Senior Manager: Seagate Consumer Group.

Julie-Anne Walsh, Chief Marketing Officer at Takealot, says that the online retailer is excited to add LaCie to its stable.

"LaCie storage solutions are renowned for their superior data storage capacity and speeds. This – together with Takealot's many safe, secure ways to pay and effortless nationwide delivery – means that we are again able to offer our customers great products at the click of a button."

LaCie offers a complete range of external storage solutions; from the ultra-heavy duty d2 drives, to the water-resistant, portable Rugged hard drives; popular among outdoor photographers and videographers, adventurers and hobbyists – and increasingly, vloggers and bloggers.

James O'Connor, Managing Director at Direct Distribution Services (DDS), LaCie's Southern Africa distributor, says: "With millennials seeking non-conventional jobs which allow them greater freedom and flexibility – like vlogging and independent film production – we're seeing a massive demand for storage solutions on the go; external devices that can do the heavy-lifting but are durable and portable enough to take along on journeys.

"LaCie's DJI Copilot, for example, features a hard-wearing exterior, an SD card slot and a USB port to copy photo and video files directly from your device – no laptop needed. It's a firm favourite among drone operators."

As the name implies, LaCie's big RAID Storage range boasts big capacity and big speed. Explains O'Connor, "When trialling LaCie's 12big, former CNET editor Dong Ngo admitted that it was the fastest storage device he'd seen, remarking that one could finish transferring a Blu-ray disc worth of data (25GB) in less than 20 seconds."

With its database of over 2million subscribers and national footprint, Takealot will allow the brand to reach a mass audience. "We're excited to be able to tap into Takealot's network, which will enable country-wide access and swift door-to-door delivery for all customers," concludes O'Connor.

*For the full list of LaCie's South African resellers, please [click here](#).*

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