



July 17<sup>TH</sup>, 2017

## Gentec International Expands Distribution Portfolio with Sony

Gentec International is pleased to announce that they have expanded their relationship with Sony North America and will now distribute Sony Audio and Video products to the Custom Integrator Channel in Ontario and Business to Business nationwide.

“The relationship started in 2002 with Gentec distributing a number of categories for Sony and the addition of these channels broadens the scope of the relationship that now includes Ecommerce and Mobile Entertainment. This new direction for Gentec will be supported by dedicated staff and a new state-of-the-art 6,000 sq. ft. demonstration and training centre. It will provide custom installers in the GTA the opportunity to effectively cash & carry products from 8 am to 8 pm, and by appointment, installers can bring in their clients to demonstrate new technologies rather than sending them to a retailer to get the experience,” stated Doug Wilson, Strategic Consultant for Gentec International.

This centre will be complemented by Gentec’s line of Klipsch, Project, Ultralink and Bell’O product offerings and is scheduled to be open by October 1st, but will be in a position to ship immediately as Gentec currently carries over 400 Sony SKUs.

“Our partnership with Gentec continues to strengthen, and this new extension as our sole Ontario Custom Integrator distributor as well as their new dedicated facility, really demonstrates the growth of this segment,” said Paul Williamson, Director Regional Sales Consumer Product Group, Sony of Canada. “Our new model of working with distributors for the CI space complements our existing retail distribution channel and meets the changing needs of the rapidly growing installer business. With the home automation sector including streaming music, whole home audio and security products, we at Sony needed to provide a solution for installers to procure our products and relay technical information to their clients. This new distribution relationship with Gentec will provide a platform that allows us to deliver efficiently and effectively to Custom Integrators, with pricing policies and training availability that benefit them.”

For more information, please contact Dick Tuerlings, Managing Director of the Audio Division at Gentec International at 905-513-7733 or email [dtuerlings@gentec-intl.com](mailto:dtuerlings@gentec-intl.com).

### About Sony North America

Sony North America is a subsidiary of Sony Corporation of Tokyo, Japan, one of the most comprehensive entertainment company in the world, with a portfolio that encompasses music, motion pictures, mobile, gaming and financial services. Sony is a leader in electronics for the consumer and professional markets. By focusing on engineering and a passion to inspire, Sony is creating world-leading products that innovate and inspire generations, such as the iconic PlayStation, the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to the marketing leading 4K Ultra HD TVs, and revolutionary new OLED and Z-Series televisions. **For more information, visit [www.sony.ca](http://www.sony.ca).**

## **About Gentec International**

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Sigma, Optex, SanDisk, Manfrotto, Gitzo, National Geographic, Lastolite, Phottix, Roots, Gary Fong, Black Rapid, iQ, Energizer, Energy, iShieldz, Ultralink, Bell'O, Klipsch, Pro-Ject Audio, Midland, Zeiss, Metra and Alpine. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none. **Learn more – visit [www.gentec-intl.com](http://www.gentec-intl.com)**