



FOR IMMEDIATE RELEASE

# Gentec International to Distribute Lowepro and Joby in Canada

Toronto, Canada - September 25, 2017 - Vitec, the leading global provider of products and solutions to the Broadcast and Photographic markets, is pleased to announce the acquisition of leading photographic brands JOBY and Lowepro.

With a worldwide presence across 22 high quality and recognized brands, JOBY and Lowepro will join the Vitec Group portfolio as part of the Photographic Division. Sitting alongside other Vitec owned, leading photographic brands such as Manfrotto, Gitzo, Colorama, Lastolite by Manfrotto and Avenger.

This acquisition will enable Vitec to become the leading global provider of accessories within the new and fast growing iPhoneography and vlogging markets, as well as strengthening their position within the photographic bags market.

JOBY introduced the GorillaPod in 2006 which has transformed the camera accessories market, whilst Lowepro is a market leader in bags designed to protect electronic and photographic devices.

Whilst Lowepro remains the recognized market leader of photographic bags, its focus on supporting the professional outdoor and adventure photographer perfectly complements the Vitec owned brand. The Manfrotto range of photographic bags will continue to focus on supporting the professional urban and studio photographers.

Vitec plans to integrate the two brands into its Photographic Division, within existing organizational structures and under the leadership of Marco Pezzana, Photographic Divisional Chief Executive.

Marco Pezzana commented, “We are proud to announce that two remarkable brands within the Photographic Accessories market, JOBY and Lowepro, will join the Vitec Photographic Division. We pride ourselves on supplying the leading photographic brands to a global market, and this natural addition to our business strengthens the outstanding offering we already provide to our partners worldwide.

“We believe that our extensive knowledge of the photographic market will enable us to add a wealth of value to these already leading brands. JOBY and Lowepro’s product development expertise in California, coupled with our Canadian Distribution partner Gentec International, gives the opportunity to solidify our position in this exciting marketplace .”

“The addition of the Lowepro and JOBY product lines is complimentary to the value added services we provide to the industry. We are proud to be awarded the exclusive Canadian distribution rights as part of our partnership with the Vitec group”, stated Joel Seigel, President of Gentec.

For more information, please contact Max Payne, Director of Marketing and Communications at Gentec International at 905-513-7733 or email [mpayne@gentec-intl.com](mailto:mpayne@gentec-intl.com).



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### **About the Vitec Group plc**

Vitec is a leading global provider of premium branded products and solutions to the fast changing and growing “image capture and sharing” market.

Vitec’s customers include broadcasters, independent content creators, photographers and enterprises, and our activities comprise: design, manufacture and distribution of high performance products and software including camera supports, wireless systems, robotic camera systems, prompters, LED lights, mobile power, monitors and bags.

We employ around 1,600 people across the world in ten different countries and are organized in two Divisions: Broadcast and Photographic. The Vitec Group plc is listed on the London Stock Exchange with 2016 revenue of £376.2 million.

More information can be found at: [www.vitecgroup.com](http://www.vitecgroup.com).

### **About the DayMen Group**

Since its inception in 1981, DayMen has enjoyed an exceptional brand reputation in the photographic and consumer electronics industry as an innovative designer, marketer and distributor of high quality imaging accessories from the Lowepro and JOBY brands. Founded in 1967 by adventure photographer and outdoorsman Greg Lowe, Lowepro celebrates its 50th anniversary this year. While JOBY, formed in 2006 and acquired by DayMen in 2011, celebrates over 10 years of manufacturing and selling the breakthrough portable and flexible-leg tripod family of GorillaPods.

Headquartered in the San Francisco Bay area, DayMen has over 100 employees globally, with sales staff in the US, Canada, France, UK, Germany, Switzerland, and Hong Kong.

More information can be found at: [www.daymen.com](http://www.daymen.com)

### **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)**