

Gentec

INTERNATIONAL

MEDIA RELEASE

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KUSTOMWORX

Kustomworx Opens Doors, Providing Canadian Businesses with Commercial-Grade Audio and Visual Equipment

Gentec International is pleased to open its new Kustomworx facility to the Canadian B2B market, providing commercial installers and businesses with unprecedented access to high-end home and commercial audio and video technology. 100 people attended the VIP preview event on July 26, 2018 when Joel Seigel, CEO of Gentec International and Frank Scarpitti, Mayor of Markham, Ontario, cut the ribbon on the new facility.

“We felt there was a need in the industry for a proper audio visual showroom where our installers, their customers, and business to business clients could see the latest and greatest technology that you won’t find in a typical big box store. We have the staff and inventory in place to support their needs and provide them with the high level of service Gentec has been providing our partners for over twenty five years.”

The new 6,000 square foot space, located at Gentec International, headquartered in Markham, features industry leading technology from Sony Pro, LG Commercial, Klipsch, Pro-Ject Audio, Key Digital, Pearless, TOA, Middle Atlantic, Elune Vision and more. The showroom features a number of real-world installs, providing walk-in customers the chance to experience products for themselves. Kustomworx caters to professional audio/video installers, but is also open to consumer facing businesses with a need for a great customer experience in waiting rooms or board rooms, including car dealerships, government offices, hospitals, lawyers offices or ad agencies. Kustomworx clients can also cash-and-carry, providing them same day pickup from Gentec’s 100,000 square foot state of the art warehouse, with over 400 Sony products in stock.

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.

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, Sony, Lowepro, Joby, 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**



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