

Savant Gets French Distribution

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Savant announces Lyon-based B&W Group France will start representing the Apple-based automation brand in France and Monaco, handling sales, training and service.



Founded in 2000, B&W France distributes products from a number of premium brands to A/V installers and retailers. It plans to open a 279 square-metre Experience Centre inside a historical building on the banks of the Saone, Lyon, on April 2012.

With interiors by HM Designer's Herve Moreau, the centre will host training sessions and a showcase for qualified end-users.

"Savant is pleased to be working with B&W France as we develop a strong position in this very important market," Savant VP of sales Chuck parrelli says. "Their knowledge of the French dealer network, professionalism, technical expertise and outstanding personnel resources will all prove to be tremendous assets for Savant as relationships with key integrators are established."

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