

Nortek and Core Brands Merge!

Written by Frederick Douglas
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Nortek Security & Control (NSC) and Core Brands are now one integrated company, bringing together leading brands in security, home automation and audio/video with a focus on the professional installation channel.



Heading the combined company-- operating as NSC-- is president Mike O'Neal. Core Brands president Joe Roberts takes the role of executive VP Marketing & Innovations. It remains dedicated to developing and manufacturing smart home, security, access-control, entertainment and personal health solutions, as anchored by the 2GIG security and ELAN control platforms.

"The combination of NSC and Core Brands helps us serve our customers with an unparalleled suite of solutions for the residential and commercial control, security, entertainment, access and personal wellness markets," O'Neil says. "Roberts and I share a strong commitment to our customers, which will guide the innovation we develop into our products, services and programs."

Brands under the NSC umbrella include SpeakerCraft, Gefen, Niles, Panamax, Proficient, Furman, Sunfire and Xantech. The two companies were previously part of Nortek, before they were sold to British turn-around specialist Melrose Industries in July 2016 for \$2.8 billion.

NSC will highlight its selection of connected smart home, security and wellness solutions at CES 2018.

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