

## AWE Gets Closer to Loewe

Written by Marco Attard  
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Loewe strengthens its relationship with AWE by choosing it as main channel distributor in the UK after realizing that many Loewe dealers are becoming involved in custom installation.



AWE was appointed Loewe distribution partner in 2012. Following the announcement Loewe will support Galleries and some strategic accounts directly, but AWE is the supply route for the majority of dealers and retailers.

The distributor also put sales director Paul Mott as director of the Loewe business for AWE.

"We feel this is a classic win-win," Loewe says. "AWE will offer our dealers a better logistics platform at the same great terms and conditions they get today. They also offer access to margin enhancing complementary products and expertise in the home automation sector."

The past year has been tough for Loewe, but with investment from Chinese panel vendor Hisense the German TV maker is set to launch a range of premium 4K curved UHD TVs at IFA 2014, promising "more competitive" pricing, innovative technology and eye-catching design.

"Our extended distribution partnership with Loewe brings not only a compelling range of UHD TV's to our existing CI network, but also demonstrates a commitment from AWE to the supply of specific brands into the independent retail channel," AWE says. "This new level of partnership will create fresh opportunities for new and existing Loewe dealers to generate profitable new business backed up by strong support."

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