AWE Europe launches its own brand of premium quality CI products under the Kinetik Labs brand to sell to installers in the UK (as well as appointing distributors throughout Europe to sell to local installers.)

"For some time now, we have been looking to create our own range of installer-friendly products and I am delighted that we can now introduce Kinetik Labs as a new name into the CI marketplace" says Stuart Tickle, MD at AWE Europe. "To become a Kinetik product, the piece of equipment must meet our stringent quality criteria which is set out and assessed by experienced AWE people. This team is made up of front line technical and sales staff, including ex-installers who really know their stuff."

"We know dealers want products that do what they say on the tin…No fuss, no smoke and mirrors, just well priced decent kit with all the essential accessories included. It must also have a very attractive dealer margin backed by great technical support and a solid market strategy…all things that AWE has become renowned for over the years. In celebrating our 75th anniversary in 2010, we are really excited about this new landmark in the history of AWE. It will give our customers exactly what they want".

Initial Kinetik products will cover Infra Red receiver kits and CI speakers, where the emphasis will be on reliability, quality build, affordability and CI friendly features and benefits. Specific product range details will be announced shortly.

Go **Kinetik Labs**