

News release

GENESA LAUNCHES A NEW BUSINESS UNIT TO STIMULATE GROWTH IN ELECTRONIC SECURITY PRODUCT DISTRIBUTION MARKET

TONBRIDGE (KENT) – Monday 3rd October '11 – Genesa Ltd today has announced the launch of www.teamGenesa.com, its e-commerce based new division for the distribution and support of quality IP network CCTV and access control products to the electronic security trade.

During the many years of experience specifically matured in electronic security at national and international level, Genesa has seen the market being held back by those distributors who remain content to just shift boxes. Believing in IP-products as the way forward in the security history and acknowledging the ever increasing support that installers require to deliver modern-tailor made solutions to discerning customers, Genesa has decided to buck the trend and stimulate growth by creating www.teamGenesa.com.

Gerard Garcia, the Managing Director of Genesa Ltd, explains: “The objective is to occupy a highly reputable niche position as a distributor as well as provider of technical, system design and installation support for the evolving technologies to installers, allowing them to achieve maximum value from their projects, to demonstrate superior knowledge of IP-based solutions and to deliver value to their customers”.

Gerard adds: “teamGenesa.com’s experts in systems design, installation, products and software solutions are on hand before and after sales – over the phone, by email or through a live chat - to ensure that even the most demanding customers, whether large or small, can be fully satisfied with both the products and the services provided by the installer.”

Arranged around an internet-based sales and distribution portal that guarantees access 24/7, the new business unit provides a vast range of security products, access control systems and accessories that are second to none in terms of advanced technology, reliability and value for money. Installers can be assured that such ‘state of the art’ products come from global manufacturers like Samsung Techwin – an acknowledged leader in the manufacture of equipment for the rapidly evolving international security market.