



April 20<sup>TH</sup>, 2017

## Gentec enters distribution partnership with Sony North America for 12V Mobile Electronics

Joel Seigel, President and CEO of Gentec International announced that Gentec has entered into a strategic distribution partnership with Sony North America to distribute their line of 12V Mobile Electronics products for Canada.

“We are pleased to expand our Sony relationship with the addition of their 12V Mobile Electronics as it is a good complement to our product offerings from AAMP of America, Metra and Alpine Electronics,” stated Mr. Seigel.

“Gentec’s strong reputation in the Canadian marketplace coupled with their sales and distribution infrastructure, makes this a perfect fit as the Sony 12 Volt distributor in Canada,” stated Takumi Sasaki, Director of Mobile Electronics, Sony North America.

For any additional information, please contact Eddie Bozo, Managing Director - Mobile and Electronics, at 905-513-7733 or email [ebozo@gentec-intl.com](mailto:ebozo@gentec-intl.com).

### About Sony North America

Sony North America is a subsidiary of Sony Corporation of Tokyo, Japan, one of the most comprehensive entertainment company in the world, with a portfolio that encompasses music, motion pictures, mobile, gaming and financial services. Sony is a leader in electronics for the consumer and professional markets. By focusing on engineering and a passion to inspire, Sony is creating world-leading products that innovate and inspire generations, such as the iconic PlayStation, the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to the marketing leading 4K Ultra HD TVs, and revolutionary new OLED and Z-Series televisions. **For more information, visit [www.sony.ca](http://www.sony.ca).**

### About Gentec International

Founded in 1990, Gentec International is Canada’s leading consumer accessory products company, recognized as one of Canada’s Best Managed Companies, supplying Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Sigma, Optex, SanDisk, Manfrotto, Gitzo, National Geographic, Lastolite, Phottix, Roots, Gary Fong, Black Rapid, iQ, Energizer, Energy, iShieldz, Ultralink, Bell’O, Klipsch, Pro-Ject Audio, Midland, Zeiss, Metra and Alpine. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

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