

# Gentec INTERNATIONAL MEDIA RELEASE

FOR IMMEDIATE RELEASE

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**KUSTOMWORX**

## Gentec Appoints Joe Fraser to Manage Kustomworx Division

Gentec International is pleased to welcome Joe Fraser as the Manager of the Kustomworx custom installation initiative. Originally announced in July, Kustomworx is a new state-of-the-art 6,000 sq. foot demonstration and training centre located at Gentec's headquarters in Markham, Ontario. It provides custom and professional installers in the GTA, as well as their customers, with the opportunity to experience the latest products from brands including Sony, Klipsch, Pro-Ject and Ultralink, with the ability to cash and carry the product the same day.

Joe Fraser comes to Gentec International with 29 years of experience in the A/V Industry. Beginning his career with retail sales in 1988, he was soon working at the Pioneer Electronics head office with his last position being Audio Product Manager. After moving to Audio Products International for an 8 year stint as Brand Manager, he was brought on to the team at AVAD Canada. After 10 years, Joe's final position at AVAD was Branch Manager of the Mississauga location, one of the largest in the AVAD chain. Joe brings a diverse skill set to Gentec International and will be heading up the Kustomworx custom install initiative when it opens in December.

We are excited to welcome Mr. Fraser and his deep knowledge of audio-video technology to the Gentec team," stated Joel Seigel, President and CEO of Gentec International. "Joe Fraser will head up and manage the new Gentec Kustomworx Division. Kustomworx is a new initiative inside Gentec which will operate as a multi-function platform for the Custom and Pro Installers to get both the products they need as well provide a solid training venue. Additionally, it will provide courtesy customer conference rooms to provide a high tech environment to meet with their clients, designers and or architects."

For more information, please contact Dick Tuerlings, Managing Director of the Audio Division at Gentec International at 905-513-7733 or email [dtuerlings@gentec-intl.com](mailto:dtuerlings@gentec-intl.com).

### 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. **Learn more – visit [www.gentec-intl.com](http://www.gentec-intl.com)**



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