

armourHOME



PRESS RELEASE

For Immediate Attention

ARMOUR HOME EXPANDS ACCLAIMED TRAINING ACADEMY INTO OVERSEAS MARKETS

Now working with Italian Distributor on Systemline Modular Training Courses

Bucking the trend of recession and depression, Armour Home is continuing to expand its acclaimed training programmes throughout the world.

For example, the Armour Home training team is currently in Italy training the Systemline Modular distributor, Audio Gamma. Armour appointed Audio Gamma as the exclusive distributor for Systemline Modular in October 2008, following their technical staffs' attendance at a UK training course as part of the evaluation process. This is their first dealer training event and has been extremely well attended with over 30 dealers present over the three days. As part of Armour Home's support Neil Walton has attended to co-present the course.

Gordon Salter, Armour's International Sales Manager commented on the training courses 'Italy is an important market for us in Europe, and one of the biggest opportunities for both the Systemline S6 and Modular products. Audio Gamma is an exciting new partner for Armour and we are pleased with the training opportunity they have presented. As a recently appointed distributor they have benefited from the new process of appointing international distributors with UK based training initially for their key staff, followed up by support in their own territory for both staff and dealers.'

The Italian training is another example of Armour leading the way, and expanding its activities in times of general adversity. The market-leading training team has been particularly busy of late with well attended and highly positive training events in Scotland (twice in the last six weeks), New Zealand, Australia, Canada, France, Holland and Belgium – the latter all within the last eighteen months. This dedicated investment in resources greatly benefits Armour's overseas partners, with more international distributors coming to Armour for training as an important part of the product evaluation.

For more on Armour's Training Academy go to:

<http://www.armourhe.co.uk/training/introduction.htm>

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