



PRESS RELEASE

For Immediate Attention

ARMOUR TRAINING ACADEMY AND CEDIA REGION 1 WORK CLOSER ON TRAINING INITIATIVE

As two organisations that take training and personnel development very seriously, Armour and CEDIA are pleased to announce a closer tie regarding training.

With immediate effect the Armour team will be offering a 10% discount off all training courses* to CEDIA Region 1 (UK, Europe, Africa, Russia, India and Pakistan) members, whether based in the UK or within Region 1. Armour will also be including a detailed pamphlet in their delegate training packs itemising the benefits of being a full installer member of CEDIA.

Ashley Hutchinson, Armour's CI Category Manager said, 'Working closely with CEDIA Region 1 has always been a core part of our objective at Armour, and offering a further member benefit in our training academy is beneficial to all parties, most importantly the dealer. Training is a core part of any companies or individuals' development in this, or any other industry, and both CEDIA and Armour invest significant funds in their facilities in this area. CEDIA works hard to continue growth and development of the CI market in all areas and I applaud that effort'.

In order to take advantage of this saving the company only need state the fact that they are a full member of CEDIA Region 1 at time of booking and the discount will be applied. This is only one of a multiple of benefits of being an installer member of CEDIA; others include access to discounted training at CEDIA's St. Neots facility, entry into the annual awards which brings credibility with current and future clients and an input into the continued development of the custom installation market.

Matt Nimmons, Operations Director, CEDIA Region 1, commented, 'We welcome this initiative by Armour as collectively we need to continually drive standards forward in the residential CI market'.

*Excluding the Autocad Course.

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