

BOSCH REPORTS SUCCESS THE ELEX SHOW

Bosch Security Systems is reporting an excellent response to its technologies on show at the recent ELEX Show, and particularly its CCTV-related systems, with tangible enquiries from a quality cross-section of installers, consultants and end-users.

Bosch exhibited at the ELEX Show at the G-Mex Centre in Manchester at the beginning of June, which attracted professional electricians from across the country.

“This is our first time at The ELEX Show which is now a well established and respected ‘hands-on’ show for professional electricians to see all the latest products,” comments Jeremy Hockham, Bosch Security Systems’ Managing Director. “We were very pleased with the volume and the quality of enquiries from visitors who were genuinely interested in our technology, and what we had to say. The task now, is to turn these initial enquiries into leads, and ultimately sales.”

Bosch Security Systems took the opportunity of promoting a range of different technologies including the popular Abacus Evolution panel - an innovative intruder alarm panel range, Blueline Detectors – the new generation of aesthetically-designed, high technology intrusion detectors and its Dinion IP camera’s. Also on display was the Autodome range of cameras and Dibos – Bosch’s trusted network-oriented digital video surveillance and recording system.

The ELEX Show coincides with Toolfair, which saw Bosch Power Tools exhibit key products such as the DLE 50 Laser Rangefinder – the smallest in the world – and the full range of Cordless tools using Lithium Ion technology including the groundbreaking 36V range of drills.

With a prime position at Toolfair Bosch enjoyed a constant flow of visitors. The Bosch event trailer, which blasted music from Powerboxes and screened all the latest innovations from two giant plasmas, and a huge inflatable replica of the GSR10.8 Lithium Ion screwdriver, provided a perfect backdrop to the sales and demonstration activities on the stand. Bosch Power Tools will also be present at Toolfair in both Coventry and Sandown Park later in the year.

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