

## **BOSCH LAUNCHES APPROVED INSTALLER PROGRAMME FOR EASY SERIES INSTALLERS**

Jan 2007

After the success of the Bosch Security Systems Dealer (BSSD) programme, the company has expanded its skills and training initiatives with the launch of The Easy Series Approved Installer programme - a programme dedicated to installers working with the new Easy Series intrusion range.

The Easy Series Approved Installer programme is aimed at giving professional installers high-quality products, training and support to enable them to differentiate themselves from others more concerned with short-term gain rather than long-term profitable relationships.

Easy Series Approved Installers are carefully selected by Bosch Security Systems to ensure they meet the high standards expected of an Approved Installer; only companies that have the required skill sets and competencies are allowed onto the comprehensive training and support scheme.

Adam Breeze, Bosch's Strategic Marketing Manager explains: "Aside from meeting these requirements, the Installers must also make a commitment to commercial and technical training, to ensure that the engineers and sales officers not only have comprehensive product knowledge but that they also understand the history and heritage of Robert Bosch group of companies and comply with its code of ethics."

Bosch Security Systems recently announced the launch of a new version of its Easy Series intruder control panel for residential and small businesses that for the first time incorporates the very latest wireless Security Network Technology (wLSN) to even further ease the installation process and reduce cost, whilst enhancing system reliability and false alarm performance.

As well as warning of intruders, the new Easy Series can also generate alarms activated by fire and also monitor the condition of freezers, fridges and central heating. A range of associated detection devices is available including wireless PIRs, motion detectors, sirens, smoke detectors, glass break detectors, and door window contacts.

“The Easy Series radically redefines what is achievable within the intrusion market,” Adam continues. “It looks different, thinks differently, and ‘talks’ to the installer- quite literally as it happens- in a way that no other product on the market currently does. Once again it reflects Bosch Security Systems’ commitment to setting the trend, rather than following it,” he concludes.

Ends

**Contact person for press enquiries:**

Iona McIntyre or Alison Bell – AGA public Relations – 020 7330 8888

Or email [imcintyre@aga.co.uk](mailto:imcintyre@aga.co.uk)

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 260,000 associates generated sales of 43.7 billion euros in fiscal 2006. The Bosch Group comprises Robert Bosch GmbH and its roughly 300 subsidiary and regional companies in over 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spends more than three billion euros each year for research and development, and in 2006 applied for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.”*

*The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

Additional information on Bosch Security Systems and Bosch Group is available at [www.boschsecurity.co.uk](http://www.boschsecurity.co.uk)