

PRESS RELEASE

For immediate release

Pyronix releases new Growth Acceleration with Pyronix (GAP) initiative; helping installation businesses to grow through providing innovating support services and techniques to partners.

(UK & Republic of Ireland)

GAP – Growth Acceleration with Pyronix - is designed with time-pressured installers and system integrators in mind and provides easy access to free support services that will help security installation businesses thrive.

Rotherham, UK, March 2020 – Focused on Revenue, Knowledge and Branding - whether its profitable new Cloud services, specialist 'how to' training or simply making a company stand out from the competition, GAP has what a business needs for success.

Pyronix has launched their 'GAP' initiative, in an effort to help installers and their businesses grow, by working smarter and building their brand.

Providing free tools to make an installer's business grow faster, GAP focuses on taking a smarter approach to business performance, identifying 3 key areas:

- 1. Revenue** – 'Not all Clouds are grey'
With an emphasis on providing superior tools for installers, in order to develop and grow their business, with offerings including PyronixCloud, an evolving product range, and additional value added services; there's something that all installers can benefit from with GAP. Built with businesses in mind, Pyronix can help you grow and excel.
- 2. Knowledge** - 'Knowledge is Power'
Pyronix believe knowledge within the industry is key to being a leader, which is why we've devised our Knowledge focused branch of GAP. Focusing on installation and product knowledge and how installers can gain and use this to their advantage. Enabling them to accelerate ahead of the competition and be the best.
- 3. Brand** - 'Make Yourself Famous'
GAP guides installers by providing brand focused tools and tricks, to make their brand stand out. Encouraging installers to look at customised products and sales tools, GAP will soon also introduce the new Pyronix Personal Print Portal. Providing a one-stop solution for designing and ordering promotional materials, Pyronix is set to demonstrate the importance of an installer's brand and presence within the market. Set yourself above the rest.

Laurence Kenny, Pyronix Marketing Manager commented: "This new initiative highlights the additional commitment Pyronix wants to make to installers. We want to help them grow their business and thrive within the industry.

"This initiative is flexible and built with several interchangeable drivers, all designed to suit an installer's business needs, whether they're an experienced installer or just starting out.

He continued: "We feel that this is a really positive step towards helping installers of Pyronix intruder systems, guiding them through multiple aspects for business success, including recurring revenue business models, branding and training elements within their business. This initiative will provide practical tools installers need, to help them go that little bit further and realise their potential.

"We're very excited to see the uptake in GAP and showcase our revenue, knowledge and brand-marketing tools, providing the best platform to both new and existing installer businesses within the industry."

For any installers who would like to develop their brand and business, GAP has the tools your need.

Find out more by visiting www.pyronix.com/uk/gap

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Notes to Editors

About Pyronix Hikvision

Part of the world leading Hikvision Group, Pyronix is the intrusion specialist in the Hikvision Alarms division. Designing and manufacturing market-leading security equipment for residential, commercial and industrial applications, Pyronix has patented many technologies and won numerous awards over more than three decades in the electronic security industry.



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Joining the Hikvision Alarms division in 2016, the company is driven by innovation and quality, with a key focus on R&D, engineering excellence, cutting edge design and state-of-the-art manufacturing facilities.

Delivering the global security industry with versatile, effective and reliable solutions, Pyronix stays ahead of the curve and is dedicated to providing world intrusion markets with superior security solutions, while engaging with and supporting customers.



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