

Nortek AVC Group Gets "Core Brands" Name

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Nortek changes the name of the newly-formed Nortek AVC (Audio Video Control) Group-- the name is now "Core Brands" and covers 10 Nortek companies.



Core Brands covers the Aton, BlueBolt, Elan, Furman, Niles, Panamax, Proficient, SpeakerCraft, Sunfire and Xantech brands and handles multiple global distribution channels.

Nortek claims the combination of audio, power management and control brands will leverage economies of scale while boosting the ability of the group to invest in new technology and marketing programs.

"Combining the unique capabilities of each of these 10 formidable brands will deliver new and powerful benefits they can only achieve as a group," Nortek CEO Michael J. Clarke says.

Panamax president Bill Pollock leads Core Brands, while Panamax/Furman sales and marketing VP Dave Keller oversees worldwide sales. SpeakerCraft/Proficient president Keith Marshall takes over channel management.

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