

## KEF Celebrates Anniversary with AWE

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KEF marks its 50th anniversary and forms "landmark agreement" with AWE-- naming AWE as exclusive UK partner and taking the 2 companies' previous partnership "to another level."



As a result AWE will handle the KEF speaker ranges in the residential CI channel, from the Ci in-wall, in-ceiling speakers and active sub-woofers to the loudspeaker portfolio.

The KEF Ci series represents a number of firsts for the company, including the use of advanced materials, computer analysis for design and testing and KEF's own Uni-Q "point source" driver array. Recent additions to the series include the 5.25", 6.5" and 8" circle, square and rectangle models.

KEF and AWE also run the KEF Certified Professional programme providing installers with dedicated support, exclusive access to select KEF products and additional discounts, marketing and training.

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