Written by Marco Attard
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Gefen is the next company to join the growing Core Brands family of custom installation solutions, making for what the two companies describe as "a perfect fit of philosophies, culture and values."



“As a leader in digital connectivity and innovator of A/V signal processing solutions for commercial and residential applications, Gefen is a natural addition to the existing portfolio of Core Brands solutions,” Core Brands president Joe Roberts adds. “Backed by an incredible heritage of groundbreaking practical innovation, Gefen provides intuitive connectivity products and solutions that bridge the gap between rapidly advancing technology and real-world applications.”

Gefen and Core Brands already had a close relationship as part of the same organisational structure within Nortek.

The distribution deal should also bring larger sales opportunities to many Gefen products, as well as allow for greater functional leverage when it comes to serving customers at a higher levels.

Go Gefen Becomes Part of Core Brands