



Amina Trade Newsletter - June 2007

Introduction

Welcome to the first addition of the Amina Technologies Trade Newsletter. It is our intention to send this out on a regular basis updating you on all the latest news from Amina. I hope you enjoy reading the newsletters and please let me have your feedback on the content and your ideas for other topics you would like to see included.

Babs Moore Distribution and Dealer Manager Amina Technologies e-mail Babs@Amina.co.uk



Amina announce upgrade to AIW range termination cable

During May and June 2007, all Amina AIW range products will move to use of a larger diameter termination cable and butt splice cable crimp system. For the last two years all products in the AIW range have shipped with a short length of two core 1.5mm diameter high quality loudspeaker cable terminated with a red sheath coloured butt splice capable of accepting cable core diameters up to 1.5mm in cross section. By the end of June 2007 all models in the AIW range will now feature a short length of two core 2.5mm diameter high performance loudspeaker cable terminated with a blue sheath coloured butt splice capable of accepting cables with a core cross sectional diameter of up to 2.5mm.

The Amina team made the decision to make the change following customer feedback, particularly from the high end custom home installation sector, which commonly use long lengths of 2.5mm core loudspeaker cable in large home installations which are all operating at low impedance levels. This upgrade makes for very simple crimp connection to most loudspeaker cable types used within the industry. The change does not effect product shipped fitted with 100v line transformers for the commercial market. If partners have any feedback on the product or our service, we would welcome your comments and assure you that we are very willing listeners.



Forthcoming Exhibitions



Amina will be exhibiting at CEDIA Expo from the 26th to 28th June in London UK, we will be on **stand E25**. In little over a decade CEDIA Expo has established itself as the leading European trade event for the residential custom installation industry, so if you are planning to attend please let us know and come and visit our stand. The web link for more information is <http://2007.cedia-expo.com>



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Updated Amina Website ❁

If you have looked at our website recently you will see it has been through quite a lot of changes. We had to move quickly because our Plaster In Wall product was being used in two of the homes featured on the UK Grand Designs series of programmes and we wanted the website to reflect our focus on Plaster in Wall. In the event the product was not featured in the final cut on either programme, it is hard to make good TV out of an installation that goes smoothly and even harder to really show the quality of the product on a TV show. However to give you some more background I have attached a press release about one of the homes featured.



I have also attached a recent article from the high profile UK lifestyle magazine: Smart Life. This is a home installation recently completed by one of our UK dealers. If you carefully read through the text you will notice our products are used in kitchen (main system) surround system with great results.

If you have had good press coverage of any installations recently please can you send me a copy. The more coverage we all can generate in the media the better awareness there will be of the technology, which should help all of our sales.



❁ Up-date Distributors Lists

We have started to populate the distribution area but this is not yet complete so please do not worry if your existing distributor is not currently listed, this will be rectified very shortly.

Link <http://www.amina.co.uk/>

Future Newsletters ❁

For this first newsletter I have copied just one person per company but am happy to increase the circulation list. Please send me the names and e-mails of anyone else within your organization that you would like added to the mailing list. I would also welcome any comments you have about the type of articles and content you would like to see.

If you do not want to receive future newsletters then please just reply to my e-mail with "unsubscribe" in the subject area.