

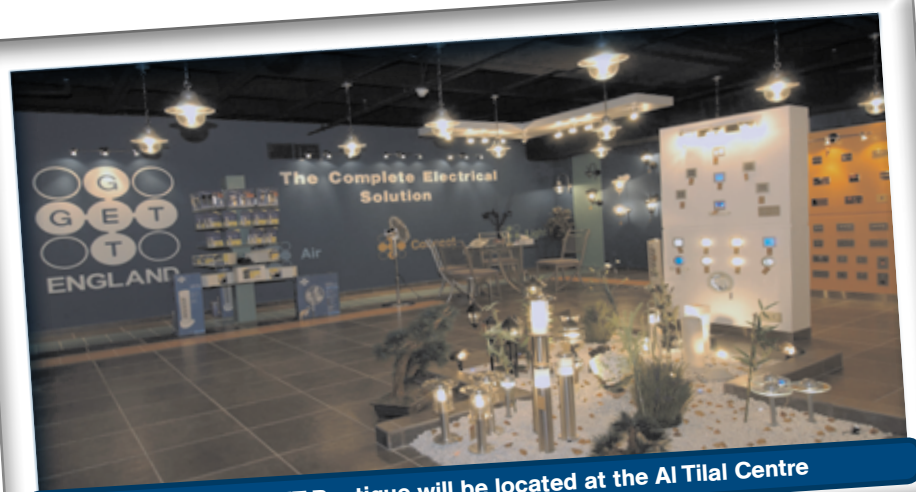
'GET Boutique' Set to Open at Kuwait's Al Tilal Complex

Representing another positive step in the strengthening of the GET brand here in Kuwait, 'GET Boutique' has its sights set on the opening of a brand new 'Boutique-styled' showroom at the new Al Tilal Complex in Shuwaikh.

"Due to open its doors in late September 2007, the new 'GET Boutique' will play host to the truly comprehensive and exciting range of GET UK products - including latest GET Smart range of remote wireless dimming and CCTV solutions; GET Light covering GET's extensive range of indoor & outdoor lighting plus luminaires; GET Connect, GET's core range of electrical wiring devices and GET Air, for everything to do with domestic air movement products," noted KEC's General Manager - Hazem Al Nouri.



The GET brand, now a member of the Groupe Schneider operations worldwide since late 2006, has made considerable inroads into the regional Middle East marketplace since its initial introduction some 3 years or so ago and now boasts worldwide sales of more than £80 million per annum.



The new GET Boutique will be located at the Al Tilal Centre

Recent major GET project 'wins' for example include The Palms Dubai - see *inside for details* - several prestige villas & apartments here in Kuwait and numerous hotel and office developments throughout the region.

"Most of all, we have created a successful quality & totally reliable brand with a professional image in the eyes of the smaller to medium-sized electrical contractor here in Kuwait who now buy 'GET' by preference via an extensive network of nationwide electrical distributors," added KEC's Hazem Al Nouri - see *back page for details*.

Catering for today's ever challenging requirements, GET have also introduced a number of unique and specific products under the GET Smart brand - boasting a new Smart Wireless Lighting System and a competitively-priced CCTV security solution that will aid the smaller contractor's entry into this rapidly growing market sector.

"Backed up by extensive local stocks as a result of KEC's continued investment and promotion of the GET brand plus an extensive and growing network of dealers & stockists" - added GET UK's CEO - Gerry Barnet - "we've every confidence, coupled with the new 'GET Boutique' opening, that, by courtesy of the excellent partnership with KEC Kuwait, we will continue to witness further growth and success for GET products and solutions in the region.



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New Products.....

Fluorescent Batten Fittings Introduced

A new range of fluorescent batten fittings from GET is the professional's choice for commercial, industrial or domestic installations, combining quality and style with ease of installation and value for money.

The GET range is supplied in 2ft, 4ft, 5ft and 6ft (61,122,152,183cm) lengths in either single or twin versions. A special feature of the range is that both the single and twin fittings share the same size ceiling fixing footprint.



Twist and lock starter

The high impact steel castings are powder-coated for durability and enhanced rigidity, have high quality starters for reliability and long life with high temperature cable for added safety.

Available now from stock at KEC in low power factor, high power factor and high frequency versions, the GET fluorescent battens also have easy fit cover trays and simply twist and turn locks at the end of each batten for fuss free installation and maintenance without the use of tools.

The Slimline range of battens can be mounted directly on ceilings, walls or suspended by chain or conduit.



New batten from GET

GET Exclusive 'Gold' Adds That *Special Touch*

Now at special prices too

GET UK's highly successful 'Exclusive' square-edged product range is now available from KEC's 'GET Boutique' and Sun City outlets for a limited period in 'Gold' for that extra special touch **and** at prices less than you would perhaps expect to pay for such a prestige and quality range offering.

The 'special offer' – *while stocks last* – features GET product complete with a 0.3 micron gold and includes virtually the full range of GET 'Exclusive' products from switch-sockets to plateswitches, to data outlets and water heater 20amp DP switches.



GET: Dedicated to the concept of 'Positive Solutions'

GET Ultimate White Range Now Even More Competitively Priced

A recent re-positioning of the range has resulted in a comprehensive, value-for-money, quality product offering

GET UK's highly successful 'Ultimate' white moulded range of accessories are now more affordable than ever courtesy of some recent price repositioning which ensures that the comprehensive, quality, and value-for-money product range delivers even better benefits for customers. Contact the KEC GET Sales Team for details or pop into one of our numerous GET Kuwait stockists – see *back page for details*.

The GET 'Ultimate' white moulded wiring accessory range offers a stylish, modern alternative to traditional white products. The slimmest range currently on the market has a subtle curved profile and minimal back projections that have been carefully designed to ensure ease of installation.

Screw capped covers also enhance the appearance and there is a spare set supplied with every product to make decorating and replacement even easier. The range also features a 6 gang plateswitch and RJ11 and RJ45 variants, not to mention competitively priced satellite outlets to cater for market needs.

Now more affordable than ever, check out the GET Ultimate range next time you visit one of our stockists and see if we can tempt you to 'trade-up' for that something a little different!

Ask for the GET Ultimate Range by name at your local GET stockist



GET Secures Prestigious Jumeirah Palms Project: Another GET Major Project Success!

GET are delighted to announce that they recently secured the new Palm Jumeirah Marina Towers project in Dubai - *pictured* - worth in excess of US\$ 500,000 on behalf of client, Dubai's Nakheel Group.

Consisting of six towers, three on each side of the main entrance to the prestigious Palms development, the installation, designed by Dar Al Handasah - one of the top MEP consultants in the Middle East - will feature GET's latest Ultimate 'screwless' range complete with Stainless Steel frontplate finishes and black inserts along with large numbers of GET's 'Ultimate' white and weatherproof product ranges.

"This represents a major milestone here in the Middle East," noted GET's CEO - Gerry Barnet, "and certainly one major project success with which we are very proud to be associated. It will spur us in communicating the positive benefits and solutions that the extensive GET offering can bring to the regional market place," he added.



Jumeirah Marina Towers at entrance to Palm Island, Dubai

With UK and International sales combined now exceeding £85 million per annum and a product range that includes lighting and leading-edge Smart wireless dimming, GET is well placed to become a truly leading player in the region.

GET Prize Draw!

Enter our GET Prize Draw and Win a GET Smart Wireless Dimmer *and* 2 Airtickets to Dubai on Emirates!

To win it's all very simple – just spend KD 75 on GET products at any one of our GET stockists (*mentioned overleaf*) during October 07 through to the end of December 07 – fax your receipt, name & contact details to us on Fax No: +965 3985581 and your name will be included in a lucky draw which will be drawn on Sunday 6th January 2008 in front of our network of GET dealers.

Not only will you have a chance of winning a GET Smart Wireless Dimmer and 2 tickets to Dubai but the GET stockist who sold you the GET product and provided your receipt will also win a prize.

Rules:

1. Buy multiple lots of KD 75 and stand more chance of winning
2. No KEC employee can enter
3. No GET stockist employee can enter
4. KEC's decision is final on entries which are acceptable for the draw.
5. The Draw will be made in front of GET stockists and is final. No correspondence will be entered into about the results.



GET - the Complete Electrical Solution

The GET Network

Dedicated Teams Driving the GET message



Two dedicated GET teams within the KEC organisation continue to drive the GET proposition to the principal target markets.

They comprise:

- o **Our 'GET Boutique' Team** – supported by the new soon to be opened GET showroom facilities at Al Tilal Complex and within our KEC Technical Lighting showroom – which covers the end-user market sector.

and

- o **The GET Trade Sector Team** comprising KEC's Arnold Lobo and Wilson D'Souza who focus on building GET's market position by working with and supporting our growing network of GET distributors and dealers.

Both teams have as their key objective the delivery of the highest possible level of GET customer service – which involves more often than not delivery on the same day – coupled with the introduction of GET's recent new product introductions in lighting, light sources and SMART Wireless Dimming.

It all adds up to a comprehensive program to build our marketing and sales capacities, thereby assuring the ongoing success of GET products here in Kuwait.



Visit A Distributor in Our Extensive Network

Location	Name	Telephone
Shuwalkh	Asyaf General Trading Co.	4848955
	Awad Al Harbi Electrical Co.	4846232
	Ahmed Al Jassin Trading and Contacting Co.	4846928
	Hussein Al Qattan Trading Co.	4922840
	Itahad Al Jazeer Trading and Contracting Co.	4828383
	White Diamond Trading	4835210
	Anwar Al Lama Trading Co.	4842989
	Saud Al Shatti Electrical	4913687
	Zaat Al Sawary Electrical	4844637
Hawalil	Light House Electrical	2621917
	Alwan Kuwait	2619524
Fahaheel	Salman Abdulla Al Dabous	3911282
	Ibrahim Ali Ahmed	3914854
	Al Gadeer Store	3922015
Darwaza	Al Salem Electrical Equipments	2433466
Jahra	Al Rasiani	4563905
Ahmadi	Saad Al Musad Trading Co.	3986006

DISTRIBUTION OPPORTUNITY

Would you like to become one of the select number of local GET Distribution Partners here in Kuwait?

A great opportunity to be associated with Kuwait's most dynamic brand of electrical wiring accessories and lighting partnerships.

Call us at KEC on 3985580, fax us at 3985581 or simply email us at annie@keckuwait.com

For all your product enquiries, contact:

GET Showroom

Tel : 2241114/5
email: getboutique@keckuwait.com

Trade Sector

Arnold Lobo: 7862131
Wilson D'souza: 9279417

Head Office

Tel: 3985580
Fax: 3985581

GET products are available through KEC and via a growing network of leading sub-distributors

