

# Robinsons Electric puts you beautifully in the picture with exceptional new TV

LANCASTER'S Robinsons Electric at the White Cross Industrial Estate has helped launched an exclusive brand of LCD televisions.

Robinsons Electric, also located at Kirkland in Kendal, is now selling Finlux televisions – a brand exclusive to members of the Euronics buying group.

Phil Punt, owner of Robinsons Electric, which was founded in the 1950s said the move enabled his shops to become less dependent on big-brand manufacturers.

"It is the next step forward for us. We are taking more control of our destiny by bringing in our own product so we are not as reliant on manufacturers," he said.

Robinsons is offering five-year guarantees on Finlux televisions with screens larger than 26 inches, and Mr Punt says he believes the quality is extremely good.

## Impressed

"We have been very impressed. They are all full spec so they comply with everyone else and the picture quality is very good," he said.

Stuart Cook, Euronics chief executive, added: "The decision to launch our own product range was taken after we introduced a focus group made up of agents, whose feedback and support has been very positive".

Robinsons Electric has also introduced the range in to the

## ADVERTISING FEATURE

hotel market which they began dealing with eight years ago.

Their first major customer was English Lakes Hotels, who have recently taken over the Midland Hotel, supplying the Low Wood Hotel at Windermere and Lancaster House Hotel.

"Since then, we've gained recognition from Philips as Hotel TV dealer of the year in 2007, and now supply specialist Hotel televisions throughout the UK" said Phil.

## Digital

Despite the current economic recession Robinsons Electric appear to bucking the trend due partly to their independent retailer in-depth knowledge and many years of experience, and the buoyant sales of new digital reception equipment as the switch-off of analogue signals looms ever closer.

Robinsons Electric have just been appointed as a DigitalUK 'approved adviser' following training from the government body responsible for the digital switch over.

Phil said "As the switch over affects everyone in the area this year, it seemed prudent to ensure everyone in the company was up to speed and able to pass on the information correctly to the general public".



**CLEARLY BETTER:** Robinsons Electric boss Phil Punt with the new Finlux TV.

It certainly seems that Robinsons will survive well into the future with their outlook

towards the dynamic world of consumer electronics. Not only advising customers

about what they should purchase but also by looking after them afterwards with their own

dedicated electronic engineers. For more details, go to [www.robinsonselectric.co.uk](http://www.robinsonselectric.co.uk).