

# Exclusive TV deal

A SOUTH Lakeland-based electrical retailer has helped launched an exclusive brand of LCD televisions.

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

Barry Speak, owner of Robinsons Electric, which has been in Kendal for 18 years, said the move enabled his shop 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

Speak (pictured) says he believes the quality is very good.

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

Stuart Cook, Euronics chief executive, said: “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.”

