GME Names New African Master Distributor

GME announces the appointment of Integrated Logistics Systems Pty Ltd (ILS), as their authorised sales, service and technical support centre for GME marine and two-way radio products for Sub-Saharan Africa. Integrated Logistics Systems will assume responsibility for the GME range from March 1 2012, taking over from GDA who relinquished the distribution rights after being acquired by Garmin International in mid 2011. After initial discussions between the companies during October 2011, the agreement was finalised after a recent meeting in Johannesburg.

GME’s Sean Griffin commented “We are delighted with this latest arrangement; we enjoyed considerable success in the African market through our long standing relationship with GDA. Having an organisation like ILS join our network of global sales and service centres will ensure GME products will continue to be expertly marketed and supported in the region.”

Centrally located in Spartan, adjacent to Johannesburg’s O.R. Tambo international airport; Integrated Logistics Systems is a newly formed company under the managing directorship of well known communications industry professional Steve Tredoux.

Steve Tredoux noted, “Whilst our organisation is newly formed, ILS has recruited a strong team with extensive experience in the marine and two-way radio businesses. We have implemented a highly efficient warehousing and distribution strategy based on our many years of providing specialist services to the African telecommunications industry.”

Griffin added “Both Steve and I would also like to acknowledge the outstanding support provided by the management and staff of Garmin Africa during the transition period. GME customers can rest assured that the exceptional level of service in Africa will continue.”
Headquartered in Sydney, and first established by E.C. (Ted) Dunn in 1959, GME remains a privately owned Australian company. Today GME with distributors in more than 40 countries around the world is a leader in the design and production of marine and two-way radio products for the commercial and recreational markets, including the award winning Accusat™ beacon range, the GR Series of marine entertainment and a broad range of innovative commercial radio products.