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# Introducing: Eu-SP with LG

Twenty-twelve saw the introduction of a new company into the European security market, which considering the economic situation could seem to be surprising.

However, like many new companies formed, this was as a result of the familiar saying, 'as one door closes another one opens'. In the autumn of 2011, many people were surprised that SANYO, as a brand, would cease to trade at the height of its success within the global market. After the initial shock, two people within the organisation saw this as a potential opportunity to try to fill a void that would undoubtedly be created by the closure. David Hammond and Stefan Teuber, both having been in the industry for many years, decided that 2012 may well be the best time to start a new business aiming to implement and develop the services and standards that had served so well in the past and in some way to try to bridge that gap.

## Support

Discussing it as a team, half of the SANYO European staff decided to join the new company and endeavour to continue the work and build upon the relationships that had taken many years to develop. Deciding what form the company should take, it was critical to continue to maintain the highest levels of trust, service and support that the team had been known for. The business model was to find a manufacturer that had an excellent brand reputation; strong ethics in how they dealt with their business and customers, with a continual drive to provide the best technology; leaders in the market; and with a commitment to get it right at the point of launch. European Security Partners would then become the main partner in Europe for that brand. Becoming the eyes and ears



in the European market, working in total partnership with that manufacturer.

## Top of the range

Once this had been decided it was clear that there was one manufacturer who stood out among all the others in the market. LG Electronics security division, was just such a company. With their recent increasing market share in the consumer and business to business sectors, LG have proven themselves already in having top of the range products at a competitive price. Many end users, installers and distributors have many of the LG products in their homes and business and are delighted with the performance. This is evident by the continual growth and popularity of the brand.

## Understanding

One of the main issues for LG was having a company in Europe who had an understanding of the market, by country and by region. Local representation helps the manufacturer understand the cultural, political



Pictured above: Stefan Teuber and David Hammond of EU-SP on their visit to LG Electronics Digital Park in Pyeongtaek, Korea

## Below: EU-SP's UK offices

and geographical challenges. Markets vary greatly and manufacturers outside of Europe can sometimes find it difficult to fully understand the dynamics of the European market. Language, culture, religious and political differences are not just related to countries but also regions within those countries. Sales channels can be complicated in foreign countries and each has different expectations and needs. One size does not fit all. Combine these complications with 27 countries and many languages, and it is very easy for information and understanding to become 'lost in translation'.

## Partnership concept

Traditionally the manufacturing parent company would work through one of its subsidiaries in any of the countries but LG Security Division realised that neither country had the knowledge or expertise to take on that responsibility. An alternative option was for LG to try to have partners in each country, but managing that many independent distributors with all of their individual requirements is not an easy process. LG had tried this previously but enjoyed limited success. With offices in Germany, Italy, UK and soon Spain, European Security Partners Ltd with their experience are able to alleviate most of these familiar barriers to manufacturers wanting to break in to Europe. Add to this their partnership concept, the relationship was one that would not take long to develop and it quickly became one that both companies felt extremely comfortable with. Initial meetings were very positive and

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#### About LG

LG Electronics Inc covers consumer electronics, mobile communications and business IT. It employs more than 84,000 people working in 112 operations, including 81 subsidiaries around the world. The Security Solutions division of LG Electronics offers video products; analogue and IP network cameras and domes. LG know that customers expect so much more from their security systems and that includes being able to view, night or day, live or recorded video. With this in mind, LG has incorporated technology into its cameras and domes which equip them to capture quality images regardless of the lighting.



**Pictured this page: above, LG at last year's Essen exhibition in Germany; below, senior engineer Gun Kim and Stefan Teuber, director of EU-SP checking final evaluation of the latest network 1.3MP bullet camera, the LNU5100R**

#### Route to market

With Eu-SP, LG products are available in the UK from Postfield and Pro-Vision Distribution.

#### EU-SP - UK and EU sales and support

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the directors and product team of European Security Partners were quickly involved in helping LG develop products for the security market. They shared market information regarding product trends, performance past and future, ideas, applications, and end user requirements in vertical markets. European Security Partners Ltd employed the strategy that has served very well, but changed the tactics due to the ever-moving market place.

#### Value of such a proposition

Empowering the local distributor in each country, providing and supporting with all the knowledge needed to make them part of the LG family, keeps them close and informed as to the direction and the technology path LG are taking. This is combined with an improved communication and support path between LG and the end user so that real market information gets back to the manufacturer. This removes the potential for miscommunication and improves understanding; the value of such a proposition cannot be under-estimated.

#### CCTV range

LG now offer XDi technology in a full range of security products with a family theme, in analogue and IP. Simple to understand product codes relating to the design, performance and technology of the products make it easy to quickly choose the right product for the right application. Crisp, clear images with excellent colour reproduction under challenging lighting are common now within all image capture devices employed in the cameras. Ranging from box cameras, bullet cameras and domes, with or without



IR, to DVRs and NVRs with easy to use menu structures for installer and end user alike, the total solution can be viewed on LG high resolution monitors with HDMI inputs in varying sizes. Add to this a software management monitoring system LVI510, and LG are able to offer solutions for the majority of applications.

#### The future

With a new senior management team in place, promoted from within the Security Division R&D team, LG had realised that now was the time when the product, the place, price and potential were right to make a positive impact. Uniting a strong brand with quality product, that has quickly started to make very positive impressions with installers, distributors and end users; it was time to build on that. Research and Design facilities at the impressive LG

Electronics Digital Park in Pyeongtaek, south of Seoul, the South Korean capital, are home to thousands of engineers dedicated to producing the very best that technology can offer. This facility provides an opportunity to draw on huge resources and combine knowledge from other divisions with related technologies. This can only enhance the product feature benefit set for LG Security and make for a very positive future for LG and its customers. This is in total harmony with LG's endless commitment to develop the highest quality product and a desire to strive to deliver leading technology in the security business sector. LG and European Security Partners Ltd are continually exchanging information to help bring to market more innovation in the best interest of the user. □

● For more about LG and Eu-SP, visit [www.Eu-SP.com/lgfullrange.htm](http://www.Eu-SP.com/lgfullrange.htm).