

## Train to gain Loewe ProCollege training offers education and information

Irvine. – As the retail market continues to prove challenging, independent retailers need to avail themselves of the opportunities on offer to better their business proposition. Loewe, Europe's leading manufacturer of premium LCD televisions, runs a comprehensive training programme which offers independent retailers exactly this opportunity.

Loewe ProCollege was established at the company headquarters in Germany and introduced to the UK in early 2008. Encompassing a range of bespoke training seminars that target all aspects of retailer disciplines, from installation and sales techniques to marketing, merchandising and point of sale promotions, Loewe ProCollege provides participants with practical advice, best practice techniques and updates on the latest Loewe products. Additionally, Loewe uses the training sessions to educate retailers on brand philosophy and strategy, providing a crucial insight and perspective into selling to a more discerning customer group.

To ensure the training is as interactive and relevant as possible, Loewe ProCollege revolves around the needs of the dealers. Training usually takes place in Loewe's UK headquarters in Irvine, Scotland, to fully explore the product range and POS material in a brand-adequate environment, although occasionally sessions are held in-store or regionally. Retailers are also offered the opportunity to visit Loewe headquarters in Kronach for a two-day course on the Loewe brand. To date, over 600 dealers have taken advantage of this opportunity.

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Graham Knowles, Loewe ProCollege Manager is delighted at the success of the programme: "Since April 2008, we have worked with over 300 people from dealers across the country. We believe that knowledge instils confidence so

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we try to offer retailers as many opportunities as possible to increase their knowledge base and improve their offering to customers.”

Dave Wilson, owner of the Loewe Galerie Wilsons comments: “The courses are structured in a way that we learn the main framework of new products and then have access to a ‘one on one’ session with the trainers afterwards. It means that we are able to raise and resolve any more specific queries or issues that had arisen in the past.”

Prospective Loewe dealers wishing to find out more about the programmes offered by Loewe ProCollege should contact 01294 315 000. Existing dealers can also access training information via the Loewe Retail Services website, [www.loewe-retail-services.co.uk](http://www.loewe-retail-services.co.uk).

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