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- [Broadcast](#)
- [Postproduction](#)
- [Interviews](#)
- [R and D](#)
- [Technology](#)
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New Indian distribution for Reference Labs



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15 Jun 2011

INDIA: Italian cable manufacturer Reference Laboratory announced at the Palm India show that Bangalore-based Reynolds Inc will be its new master distributor in India. Following the announcement, Felix Reynolds described his new brand as 'one of the best cable brands in the industry'.



The agreement sees Reference Laboratory joining Meyer Sound and MA Lighting in the Reynolds Inc portfolio, and Mr Reynolds was quick to explain why he was keen to work with the Italian manufacturer: 'Reference Laboratory just fitted in with my profile. We were always looking for a brand that went with the profile that we have in the country and I'm really happy to be in this partnership. We've already got a cinema project underway in Bangalore for the premiere of Transformers 3 and we have it completely outfitted with Reference Laboratory cables.'

Reference Laboratory's Angelo Tordini was equally positive about the appointment. 'For seven years Reference Laboratory has invested in research in India,' he explained. 'Today I have found a solution for the live and installation markets by making Reynolds our master distributor. Felix came to Frankfurt looking for the right product but he came with a technical approach and a similar philosophy to us.'

Alongside the Reynolds appointment, Modi Digital will be responsible for the studio segment of the Reference Laboratory portfolio in the country whilst Modern Stage and Pace Communications will continue to promote the brands in their market sectors.

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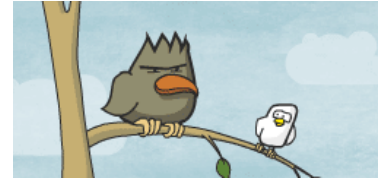
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[Postproduction](#)

[Interviews](#)

[R and D](#)

[Technology](#)

[Company Profiles](#)

[Pro Biz](#)

[News](#)

[Appointments](#)

[Show reports](#)

[Live Sound](#)

[Installation](#)

[A/V](#)

[Broadcast](#)

[Recording](#)

[Interviews](#)

[R and D](#)

[Technology](#)

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