

# NARVA® *Press Release*

June 2011

## Auto Lighting Company Takes Out Top Aussie Awards



The company behind the popular NARVA automotive lighting and Projecta battery products in New Zealand has taken out top honours in the the 2011 Australian Automotive Aftermarket Industry Awards Ceremony in Melbourne during the recent Aftermarket Expo.

Brown & Watson International Pty Ltd was once again the standout company at the event, taking no less than four awards across a range of categories along with an outstanding exhibition stand that truly reflected the quality range of its NARVA and Projecta products.

The prestigious awards taken out by the company included:

- The **'Best New Aftermarket Product (4WD)'** was won jointly by Brown & Watson International with two outstanding top selling Narva products - the NARVA Ultima 225 H.I.D Driving Light and the NARVA Extreme H.I.D Driving Light.
- **'Best New Aftermarket Product (Parts)'** category was won with the latest NARVA 7" L.E.D Headlamp Replacement. This distinctive and advanced headlamp insert delivers the latest in L.E.D headlamp technology and offers prestige and performance previously only seen on expensive European vehicles. It is interchangeable with the popular 7" headlamp and has unsurpassed light output, long service life and multi-voltage, fully integrated driver circuit with no external hardware.

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- The industry's award for the '**Best New Aftermarket Product - Electrical**' was taken out by the Projecta Pro-Charge Battery Charger. A registered design, styled by Brown & Watson International's in-house engineers, Pro-Charge is a no-nonsense easy-to-use battery charger incorporating many of the features normally found in more elaborate professional chargers. Available in a range of outputs including 4,8,16 and 21 Amps, the chargers deliver a sophisticated charge suitable for a wide variety of 12V batteries and battery sizes.
- The company's outstanding performance in packaging its NARVA and Projecta products to meet demanding market requirements was rewarded for the second time taking the '**Best New Packaging**' award for 2011 with the NARVA Ultima 225 Driving Lamp Pack. An award winner in the 2009 awards, the 225 Driving Lamp packaging has been completely redesigned since that time, to further showcase the product with an innovative blister box presentation designed by NARVA's in-house design team. The new pack showcases the size and quality of the Ultima 225 Driving Lights for customers and also saves valuable shelf space for retailers as a result of its innovative design.

The award-winning NARVA and Projecta products are among the company's growing range that is in hot demand in New Zealand.

NARVA New Zealand Sales Manager Bruce Walker says the prestigious awards are a tremendous boost for the brands, their products and the people behind them.

"We're delighted for the team at Brown & Watson, they've done everything right in recent years, designing, developing and bringing to market some of the best automotive lighting and battery products that it has been our privilege to represent here in New Zealand," says Mr Walker.

"These awards, and the fact they were also finalists in a number of other categories, is a great achievement for the team and deserved recognition for their efforts. We can see numerous spin-offs from these results, not least, the satisfaction the huge number of New Zealand customers will take in knowing they made a winning choice in selecting NARVA and Projecta products."

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Photo caption 1: The Brown & Watson International team, with their awards.

Photo caption 2: The award-winning NARVA Ultima 225 high performance driving lamp pack.

*For further information contact Bruce Walker, NARVA New Zealand (09) 525 4575.*