

Endura Audio

Background & Updates

April 2019



LMR Batteries, Chargers & Audio Accessories



- Power Products entered the audio market at the request of several of our sales reps who had previously represented other audio manufacturers, Pryme in particular.
- Audio was a natural fit with our existing dealer base that was already buying this product category.
- Customers appreciate our reliability and excellent support which could easily be extended to an audio product line.
- Whether calling it “*one throat to choke*” or “*vendor rationalization*” Power Products is able to provide more value to customers by simplifying their purchasing and reducing shipping expense. (With fewer shipments and more products it’s much easier to reach free freight thresholds).



Our focus is on speaker mics, earpiece headsets, and surveillance kits.

- We offer quality products that are competitively priced.
- Models are available for popular Motorola, Kenwood, Hytera, Harris, and Tait Radios.
- Additional brands or models are available in about 60 days with low MOQ requirements.



Private Label Speaker Mics

A great way to build your brand!

- Label and adhesive are high quality and imprint is highly durable.
- Models feature Kevlar reinforced cables, heavy duty strain reliefs and sturdy clips.
- Selected models include an emergency buttons.
- Available with IP54, IP67, or IP68 protection ratings.
- Quick order turn-around.
- Low minimum order quantity.
- All we need from customer is a high resolution logo (EPS vector)



ESM-20-xx



ESM-21-xx



ESM-27-xx



ESM-28-xx



IP ratings available with Endura speaker mics.

IP54 (ESM-20-xx / ESM-21-xx)

- Dust protected – not entirely prevented but cannot enter in sufficient quantity to interfere with the operation of the equipment.
- Protected against splashing water.

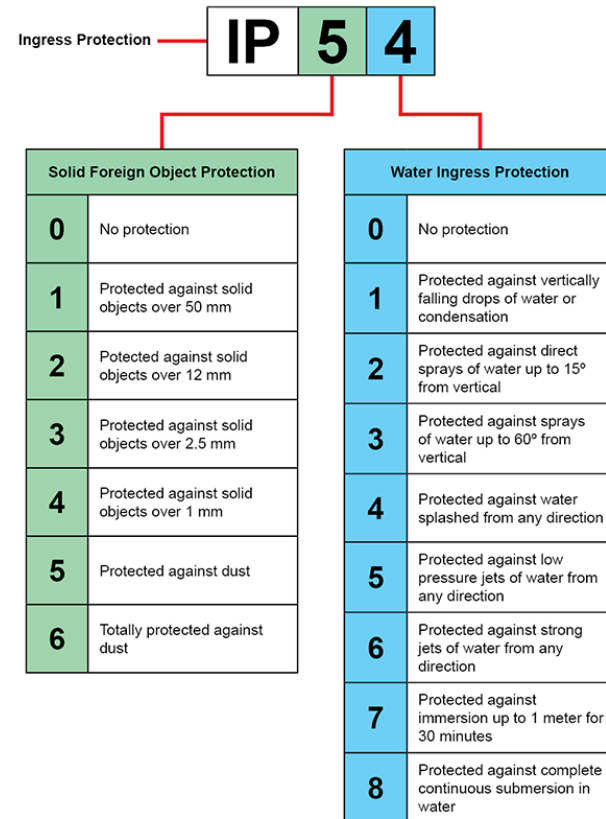
IP67 (ESM-28-xx)

- Complete dust protection (dust tight.)
- Water protected against temporary immersion (up to 1 meter in depth) for up to 30 minutes.

IP68 (ESM-27-xx)

- Complete protection (dust tight.)
- Water protected against prolonged immersion under pressure (beyond 1 meter.)

Ingress Protection (IP) Ratings Chart



Headache Free Warranty Program

- Our low defect rate results in fewer returns and higher customer satisfaction.
- Our flexible and no-hassle warranty policy allows return for credit or replacement.
- Effective April 1, 2019 all Endura audio products are offered with a **3-year** warranty.



OEM Accessories From Radio Manufacturers

- Generally the default position for many radio users.
- High perceived quality, but at price premium.
- As an alternative, Power Products offers high value products than enable dealers to increase margins and put their brand “front and center” with our private label speaker mic program.

Otto

- The Mercedes Benz of audio. Is the OEM supplier to many radio manufacturers and offers a premium priced aftermarket alternative.

Aftermarket Suppliers

- Generally viewed as offering commoditized products with very little differentiation among the major aftermarket companies.
- Influx of low cost / low quality product from China being sold directly to dealers or through direct sales channels like Amazon.



Noteworthy Aftermarket Suppliers

- Impact Radio Accessories
 - Long viewed as the “Power Products of Audio” Impact was purchased by private equity a few years back and has faced some challenges with turnover and inventory availability. Was noticeably absent from IWCE 2019 after skipping the 2018 show due to the Orlando location.
- Pryme Radio Products
 - Strong overlap with many of our dealers due to prior representation by several Power Products reps. Pryme terminated their rep program in 2017.
- National 2Way
 - Upstart entrant to the space. Has been successful with aggressive sales force directly targeting dealers. Promotes their 3-year warranty and prompt delivery. Has created some product differentiation with feature such as braided cable.
- Others Industry Players
 - Stone Mountain, ARC, Klein.



The 5 objections we hear most often. And our answers to them...

- I only buy OEM accessories.
 - There's a reason Power Products has been in business for 25 years. We deliver quality products backed by a solid warranty and at prices that can increase your margins. Why not try us, even if only to ensure you have a reliable second source?
- I've been burned by aftermarket products in the past.
 - Our track record of success for the past 25 years demonstrates we're a partner you can have confidence in.
- I already have an aftermarket audio supplier?
 - Can they also support you with a full line to two-way radio batteries and chargers to simplify your purchasing and minimize your delivery cost?
- You don't have the models or feature I need.
 - What is it you need? Let us provide you with a sample for approval and get started.
- I need a 3-year warranty.
 - Done! Your 3-year warranty on audio products is ready to roll with your order.



Deal of the decade!

ESK-2WPM-KW1 for Kenwood TK-2170 (2-pin connector)

- 2-wire surveillance kit with quick disconnect audio tube.
- \$58.20 MSRP / **\$14.90** special master dealer price.



More margin makers...

EAK-1WEH-KW1 for Kenwood TK-2170 (2-pin connector)

- 1-wire earhook headset with PTT.
- \$30.00 MSRP / **\$9.90** master dealer special.



EAK-1WGR-KW2 for Kenwood NX-3200 (multi-pin connector)

- 1-wire G-ring headset with PTT, swivel earpiece.
- \$48.80 MSRP / **\$18.90** master dealer special.



Want **FREE** shipping on your next order?

Here's how to get it...

- Order any quantity of batteries, chargers, and / or audio products totaling \$500 or more.
- Order must include at least one audio item – any model.
- Order must ship via ground service to a business address in the U.S. 48 state area.

* **Special offers available through June 30, 2019.**



We love requests for audio samples!



Checkout our product listing and let us know what item you'd like to evaluate. In most cases, we'll ship the sample the same day requested.

The card shown to the right featuring our **free sample offer** is now packed with most battery and charger orders (drop ships and a few other types of orders are excluded).

Did you know Power Products also offers **AUDIO ACCESSORIES** for two-way radios?



**Speaker Mics
Earpiece Headset
Surveillance Kits**

Available for Motorola, Kenwood, Harris, Hytera, Icom, Tait, and Vertex radios.

Not currently buying Endura audio accessories from us?

Contact your Power Products sales rep or call 800-529-1618 for our complete product listing and to request a free* sample.

FREE SAMPLE

* LIMITED TIME OFFER



 Toll Free 800-529-1618
Local 770-740-9400
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PN: PPM-0014

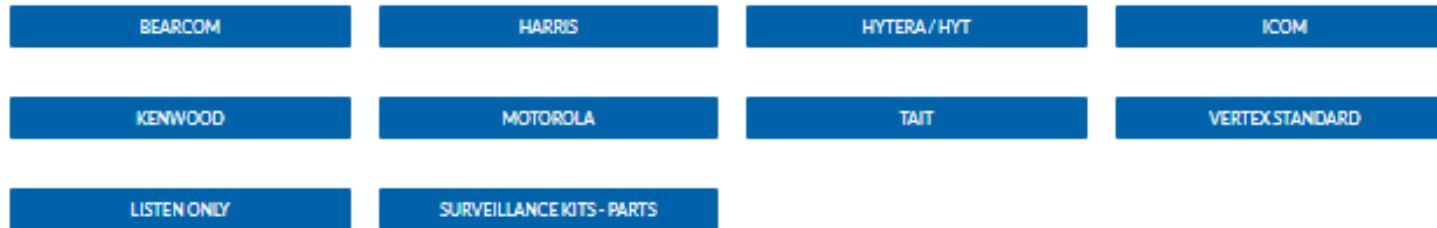


At powerproducts.com it's now possible to view audio accessories by radio brand and model.

- A great resource when you want to quickly find a radio specific item.

[Home](#) • [Two-Way Radio Batteries](#) • [Audio Accessories](#)

Audio Accessories



Available mid-April, a newly formatted and reader friendly price sheet will be available. Watch for it in your Inbox.



In Summary...

Power Products is your trusted resource for two-way radio batteries, chargers, and audio accessories.

Partner with us and enjoy these benefits...

- ✓ The industry's most **extensive assortment** with models available for nearly all two-way radios.
- ✓ **Significant value** compared to OEM offerings.
- ✓ **Superior quality** compared to other aftermarket suppliers.
- ✓ **A single resource** for two-way radio batteries, chargers, and audio accessories.
- ✓ **Private labeling** at no additional cost.

