

# EAH selects Samsung as supplier of choice

Samsung Electronics South Africa has been selected as the supplier of choice for the luxurious apartments and hotels, owned by Executive Apartments & Hotels (EAH).



EAH furnished each of its 42 luxurious, 3-bed room studio apartments, at the [Empire Executive Apartments and Hotel](#), based in Sandton, with Samsung TV sets in every bedroom and lounge.

"Samsung understands the trends within the hospitality industry and what it is that guests want. As a result we provide customisable experiences on exceptional devices, allowing a more engaging, entertaining and interactive experience," says Mike van Lier, the divisional head of Enterprise Business Team (EBT) at Samsung Electronics SA.

Marc Wachsberger, MD of EAH, says "We have chosen Samsung for this luxurious new development because it is a brand that embodies the very latest in cutting-edge technology. Combined with stylish design - it is a perfect fit for our busy, executive client base.

"Executives have very busy schedules, especially when they are travelling; as a result they need top-of-the-range solutions that combine beautiful style with absolute functionality, to make them feel at home when they can't be. Through our understanding of the hospitality industry, we were in a position to provide the perfect product to EAH's clientele. The range of television sets form part of Samsung's overall hospitality offering. It will provide a distinctive guest experience, creating a home away from home, with the latest in TV technology," explains van Lier.

"As a leading innovator of technology, Samsung is ideally positioned to provide the industry with bespoke technology that caters to the individual needs of the executive market. It is our attention to detail and innovative solutions that truly sets us apart in this sector, as well as others," concludes van Lier.