



B-Tech Promotion

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The Italian Job: B-Tech accelerates international drive with Ligra DS distribution deal for entire portfolio

B-Tech AV Mounts, an industry leading designer, manufacturer and distributor of AV mounting solutions, is excited to announce a major new partnership with leading Italian AV distributor Ligra DS, extending its award-winning products to an even wider market.

The latest deal, which follows a spate of global partnerships in 2019, will help spearhead B-Tech's ambitious growth plans within the Italian market, with its entire product portfolio being made exclusively available.

This includes all of B-Tech latest range of solutions unveiled at ISE 2020, including its new premium Designer Trolley range, the [BT7550](#) Rotational Flip Mount, the first products under its Model AL brand as well as a host of updates and innovations, all of which can be found in their brand new [2020 Catalogue](#).

Based in Piacenza province, Northern Italy – a short distance from Milan – Ligra has a history spanning more than 40-years and is now lauded as one of the stand-out AV distributors in the region thanks to its extensive product range, quality of service and regional reach.

Working with 25 of the world's leading AV brands, Ligra DS is well-connected in all AV sectors, supplying a broad spectrum of product ranges covering all aspects of PRO-AV and IT with a particularly prominent position in the education sector. With over 8000 active customers, the company ships more than 125,000 products every year, including projectors, displays, projection screens, totems, collaboration solutions and much more.

Paul Haggarty, B-Tech's Director of Operations (Iberia and LATAM), hailed the agreement with Ligra as providing B-Tech with an "incredible" opportunity to enhance and elevate its brand presence and reputation in the country.

Haggarty commented: "We're thrilled to have partnered with Ligra DS and are truly excited about the opportunities that lie ahead. Ligra's reputation among the AV elite in Italy is unmatched, with many years of experience in importing and distributing blue-chip brands and establishing an enviable, high-quality, loyal and mature customer base. With a large salesforce covering all corners of the country and a strong emphasis on pre/post-sales support, Ligra DS is very much aligned to the B-Tech way of thinking and share the same commitment to providing the highest levels of customer service."

Global brand

Gianluigi Cravedi, CEO Ligra DS S.r.l., hailed B-Tech as being a "market leader" in AV mounting solutions, with a strong global brand and an established presence in Europe.

"It has been noticeable how far they've come in the past 10-years, so it is an exciting time to be representing them in Italy," commented Cravedi. "The B-Tech catalogue is very extensive with ranges that are modular in their nature. This is so important as our customers demand variety and flexibility for all type of applications.



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Their ability to provide custom solutions for specialist projects was also very appealing. With such a variety of quality products covering all price points, this brand fits perfectly within our portfolio.”

Closer connections

B-Tech’s International expansion means the company now covers all corners of the planet, with sales to over 70 countries directly and a number through distribution.

The Italian market has previously been served through its B-Tech Iberia division (Barcelona, Spain), working directly with integrators and installers on their specific projects.

The partnership with Ligra DS will help bring B-Tech’s products and solutions to the forefront of customers’ decision making, opening and establishing new relationships and sales opportunities.

“We now have offices set up in virtually every corner of the globe,” said Haggarty. “Our strategy is to be able to operate in every territory with a service to our customers which feels local and personal. When we operate in a country with no B-Tech office, we carefully choose distributor partners who can act as an extension of B-Tech and who share the same values and commitment to customer service.”

“Whilst B-Tech has had a presence in Italy for around 20-years now, there is no substitute for local knowledge in the field. Ligra DS will certainly place our brand in front of a wider audience, offering their customers the largest and most comprehensive ranges of mounting solutions in the industry.”

Cravedi concludes: “We are delighted to introduce in our arsenal a world class brand respected by all in the industry. With our size and reach to all corners of our country, along with our many years of AV experience and local expertise, there’s no doubt we can put B-Tech on the map and grow their business in the Italian market.”

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Daventry, UK, (25th February, 2020) – www.btechavmounts.com - B-Tech AV Mounts

About B-Tech

B-Tech AV Mounts, a division of B-Tech International Ltd, is an industry leading family-owned company that has over 40 years of experience in design, manufacture and distribution of audio video accessories. B-Tech’s head office is located in Daventry, United Kingdom, and it is there where B-Tech’s product range is designed by its in-house engineering team. B-Tech offers a comprehensive range of audio and video mounting solutions including wall, ceiling and floor stands, and mounts for flat screen TVs, displays, projectors and loudspeakers. You can find B-Tech products in almost any location; at home, in your hotel, at your office, in schools and universities, at airports, in hospitals, bars/clubs, restaurants, sports stadia – the list is endless...

B-Tech International Ltd has the following brands; B-Tech AV Mounts, Ventry, Bib, Lawton Trade and The Diamond Stylus Company. The B-Tech International group of companies has offices and distribution facilities in Daventry, UK, Brussels in Belgium, Berlin in Germany, Barcelona in Spain, Hong Kong, China, Singapore, Moscow in Russia, Hanoi in Vietnam and Dubai in UAE. All of which support a global network of authorised distributors and dealers.

For more information, please call **+44 1327 300787** or visit www.btechavmounts.com