



## B-Tech Promotion

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### FOR IMMEDIATE RELEASE

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## B-Tech AV Mounts & Midwich Australia Pty Ltd Announce Official ANZ Distribution Partnership

B-Tech AV Mounts are delighted to announce a new distribution partnership with Midwich Australia Pty Ltd for the Australia and New Zealand region. Midwich Australia Pty Ltd, a specialist trade-only audio-visual and IT distributor, will be supplying orders of B-Tech's award-winning AV mounting solutions throughout Australia and New Zealand, starting as soon as the end of January 2021.

Midwich has a diverse base of over 20,000 customers globally, most of whom are professional AV integrators and IT resellers. This new partnership means B-Tech products will be available throughout the ANZ region via Midwich, who operate out of offices located in Sydney, Brisbane, Melbourne, Wellington and Auckland.

Matt Bennett, CEO, B-Tech AV Mounts explains. "Expanding our relationship with Midwich into Australia and New Zealand is a natural progression for B-Tech AV Mounts. We look forward to working with the local team to re-establish the reach of our brand and offer a competitive range of solutions that are perfectly suited to today's diverse AV mounting requirements.

Designed and tested to stringent TUV and UL safety standards by an in-house team of engineers in the UK, B-Tech AV mounts are available as wall or ceiling mounts, desktop stands or freestanding, mobile or bolt-down floor stands and are found in prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports and conference facilities worldwide.

"Midwich carefully considers each distribution partnership to ensure we maximise our portfolio and deliver proven, quality products to our Channel," says Michael Broadbent, Managing Director, Midwich APAC. "B-Tech AV Mounts meets these criteria perfectly and has been a long-term Midwich partner in the U.K. with an excellent track record for consistent performance in the field."

Midwich offices in Australia and New Zealand are taking orders for B-Tech mounts immediately for supply in late January, 2021. To learn more visit [www.midwich.com.au/btech](http://www.midwich.com.au/btech) or enquire at [sales@midwich.com.au](mailto:sales@midwich.com.au)

### About Midwich

Midwich is a leading global distributor of both audio visual solutions and unified communications and services, bringing over 40 years of unrivalled industry expertise. Our long-standing relationships with over 500+ vendors, including blue-chip organisations, sees us proudly operating as the sole distributor for a number of brands in their respective product sets.

Midwich has over 1,000 employees around the world and continues to grow, with a large and diverse base of over 20,000 customers globally, most of who are professional AV integrators and IT resellers. Midwich is involved in the design, installation and facilitation of AV solutions for businesses small and large both locally and internationally.

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### About B-Tech AV Mounts

B-Tech AV Mounts is an industry leading brand of professional AV mounting solutions which are recognised worldwide for their reliability, robustness, ease of install and design aesthetics. Established in London in 1972, B-Tech is a global organisation with offices and distribution centres located across the globe, providing customer support that combines all the benefits of a global organisation with the focused, dedicated approach of a personal, localised service. B-Tech mounting solutions cover all AV requirements ranging from small, single screens to large format displays, projectors, speakers, interactive touchscreens and UC equipment, as well as large, multi-screen video walls and digital signage. Designed to stringent TUV and UL safety standards by our in-house team of engineers in the UK, B-Tech products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Previous winner of the sought-after AV Manufacturer of the Year crown, B-Tech AV Mounts products are found in prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports and conference facilities worldwide.

As part of the B-Tech International Group, the B-Tech AV Mounts brand is accompanied by the following sub-brands; System X, Mode-AL, System 2, Ventry and System V and operates out of the following locations worldwide; UK, Belgium, Germany, Spain, Dubai, USA, China, Singapore, South Korea and Vietnam. These offices and distribution centres are supported by a global network of authorised distributors and dealers, making B-Tech AV Mounts products available in more than 100 countries worldwide.

For more information, please call **+44 (0)1327 300787** or visit [www.btechavmounts.com](http://www.btechavmounts.com)