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B-Tech AV Mounts

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B-Tech AV Mounts and Starin announce distribution agreement for the US

B-Tech AV Mounts LLC is pleased to announce a new distribution agreement with Indiana-based Starin, a Midwest Group company – who will distribute B-Tech products throughout the United States.

With 35 years in the industry, Starin are a market leading distribution company in the field of UC/VC solutions, who offer a two-pronged service to their partners; their pro-AV business provides value added distribution services such as design, finance and installation, whilst their business development acumen adds marketing development, channel management and demand generation for their associated brands.

Starin were acquired by Midwest in 2020, who were attracted by their strength in the UC market and their similarity in operating cultures. By partnering with B-Tech, they become the seventh Midwest Group company to distribute for B-Tech worldwide, following Sidev in France and Van Domburg Partners in the Netherlands, who both signed distribution agreements with B-Tech during 2023. Pre-existing agreements between B-Tech and Midwest include the Australian, APAC, Irish and UK markets, where their working relationship spans a 15-year period.

As Starin are at the forefront of UC, EDU and AV - distributing speciality technologies in these fields including LFD and dvLED displays, they will benefit from access to B-Tech's extensive portfolio of 700+ AV mounting solutions and their clean and clear channel policy and service above all else approach – sentiments that are shared by Starin.

Established in London in 1972, B-Tech launched their North American operation, B-Tech AV Mounts LLC, in 2019, after a period of sustained sales growth in the two years prior. Since then, demand for B-Tech mounting solutions has continued to grow.

Working with Starin broadens B-Tech's market access exponentially and will ensure that B-Tech products will be available to thousands of resellers and integrators who are looking for a best in field AV mounting solution. Furthermore, close collaboration and information sharing between sales teams will allow B-Tech to react quickly to changes in trends and develop new products in accordance with market demands.

Chris Bugan, B-Tech's Operations Manager for North America commented, "Partnering with Starin will further B-Tech's brand awareness throughout the USA and together we'll be able to provide the highest level of support to the reseller network. Starin have an exceptional team supporting its resellers and the B-Tech sales team will provide extensive pre-sales support. We recommend the best solution for any given project and stay involved throughout to ensure a successful outcome for everyone involved."

Tyler Brebberman, VP of Business Management at Starin commented, "B-Tech's world class mounting solutions offer the quality and flexibility customers expect from Starin. We're especially excited to be able to augment our dvLED products and provide the complete solution."

Mark Walker, Managing Director for B-Tech in the UK commented on the appeal of adding another Midwest Group company to B-Tech's list of partners and the benefits it will bring to B-Tech's global operations, "Having product specified as B-Tech in global tenders originating in North America ensures continuity of supply when these projects need fulfilling in other locations around the world. With B-Tech offices in UK, Europe, APAC and the US, global projects can be supplied on a local basis with linear pricing and support for a full worldwide rollout - something no other AV Mount brand can offer."

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About B-Tech AV Mounts

Established in London in 1972, B-Tech AV Mounts is an industry leader in the design and manufacture of professional AV mounting solutions, whose products are recognised worldwide for their innovation, robustness, reliability, ease of install and design aesthetics. B-Tech AV Mounts not only offers one of the most extensive but also the most versatile and adaptable mounting ranges available from any mounting solutions provider.

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 LCD and dvLED video walls and digital signage. Designed to stringent TUV and UL safety standards by B-Tech's in-house team of engineers, our products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Winners of multiple accolades including AV Awards' 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.

The B-Tech AV Mounts brand includes the following key sub-brands; System X, Mode-AL, System 2 and System V. These are specialised ranges that solve specific mounting requirements and have become installer favourite, market-leading solutions. All can be purchased as complete, readymade solutions, or ordered in component form so that users can tailor a solution exactly to their needs.

Part of the Global Mounts Group, a partnership between pro AV specialist B-Tech AV Mounts and IT Mounting specialist Neomounts, B-Tech are part of the largest mounting group with the most extensive product portfolio in the world and operate 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 150 countries worldwide.

For more information, please call **+44 (0)1327 300787**, email info@btechavmounts.com or visit www.btechavmounts.com