



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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B-Tech expand global footprint with launch of ‘B-Tech Americas’

The B-Tech International Group of Companies; award winning leading designer and manufacturer of AV Mounting Solutions and current holder of AV Magazine’s coveted ‘Manufacturer of the Year’ title, is pleased to announce our expansion in the North American market with the addition of B-Tech AV Mounts LLC to the global group.

Although B-Tech has enjoyed sales in the US and Canada for nearly 30 years via distribution companies and OEM partners, we have decided to extend our global footprint by launching our brand and full range of products in the USA. Lengthy research and feedback from industry collaborators and partners has highlighted significant demand for the same B-Tech products that have already proved successful across EMEA and APAC markets and we believe now is the perfect time for us to offer this same level of service to our friends on the other side of the Atlantic.

‘B-Tech Americas’ will serve North, Central and South America and we are proud to launch this venture during our participation in two key industry events - Technomultimedia in Sao Paulo, Brazil in May and at InfoComm 2018 in Las Vegas in June. Although B-Tech has taken part in various international InfoComm Shows around the world including Europe, China, UAE and India, our participation in InfoComm 2018 will be B-Tech’s first appearance on US soil since 2008.

Everyone in the AV industry in the US already knows the mounting behemoths that serve the US market. B-Tech AV Mounts are here to offer an award-winning alternative to these giants. Although B-Tech was formed over 45 years ago in the UK and has been exporting for 30 years, it is only over the past 7 years that we have grown our global footprint. The success that we have found, from the UK to Australia and everywhere in-between, has demonstrated the qualities that the B-Tech AV Mounts brand stands for and the solutions we bring to the industry.

Stock is already on the ground, both in California and in Brazil, and distribution partners are being appointed. We welcome the opportunity to meet you at either show, to demonstrate all the benefits that B-Tech can offer to you and your business.

B-Tech AV Mounts is not just “another mount company”. Better by Design is our strapline and we are taking that over the pond (not sure about this last bit).

Please visit our website and feel free to contact our team at americas@btechavmounts.com for more information.

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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