



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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B-Tech reaffirms commitment to Iberian market with stunning new Barcelona showroom

B-Tech AV Mounts, an industry leading designer, manufacturer and distributor of AV mounting solutions, is excited to announce the completion of a brand new, state-of-the-art multi-purpose showroom in Barcelona.

The new, redesigned and remodelled premises, serves as the central hub for B-Tech's ever-growing Iberian operation, providing first class, localised supply/support to customers across the whole of the Peninsula, the Balearics and Canary Islands and to markets in central and south America.

Strategically located within minutes of El Prat International Airport and close to Barcelona's commercial port – and just 15 minutes from ISE's new home from 2021, the Fira Barcelona Gran Via – the new showroom and training centre has been designed to give new and existing customers the opportunity to view and sample B-Tech's wide range of award-winning AV mounting solutions.

In addition to hosting 'in-house' events, the versatile space is now perfectly equipped for customers/partners to not only visit but to hold their own meetings and/or training sessions, maximising productivity and enhancing relationships.

Paul Haggarty - Director of Operations (Iberia and LATAM) comments: "This investment in our spectacular new showroom demonstrates B-Tech's unrivalled commitment to providing the highest levels of support to our customer base. B-Tech Iberia has come a long way in a relatively short space of time and we're delighted as well as humbled by how this highly valued and important region of Europe has embraced the B-Tech philosophy and continued to support and endorse the B-Tech brand."

Demonstrating quality and design

B-Tech first entered the Iberian market more than 20 years ago through conventional distribution channels. In 2012, following unprecedented growth and reaction from the market, B-Tech opened its own facilities, warehousing full stocks of all product lines to meet local demands and to ensure the best possible customer purchasing experience - further enhancing B-Tech's commitment as an international brand.

Haggarty adds "Our 'installer preferred' award winning ranges have a glowing reputation in the industry for design innovation and build quality. In no small measure, that has been recognised here in Spain and Portugal which has helped us to attain exceptional levels of success in key vertical markets such as retail digital signage, broadcasting, hospitality, education, corporate and banking, passenger transportation hubs and sports stadia. The B-Tech team has worked incredibly hard in designing and creating a comfortable and accommodating environment - this new and exciting showroom space is what our customers deserve."

The showroom will permanently showcase the latest and most sought-after range of products from B-Tech, with any special requests accommodated with advanced notice.



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Among those on display, include B-Tech's newly released products/solutions such as the full suite of [System X](#) digital signage solutions and key solutions for mounting [LCD](#) and [DVLED](#) videowalls, the recently launched [BT7550](#) Rotational Flip Mount and a selection of [Designer Trolleys](#) – B-Tech's newest product range which is about to launch worldwide.

"We welcome you to our new facility over the coming weeks. Our team of dedicated staff will always be on hand to provide demonstrations and to offer advice on the ideal mounting solution for your next project, however big or small it might be. We also look forward to seeing many of you on our booth (5-R40) at the ISE show's final year in Amsterdam.

B-Tech will be showcasing and demonstrating all its latest and greatest solutions at ISE 2020 (February 11-14), Hall 5, Stand R50.

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Daventry, UK, (27th January 2020) – www.btechavmounts.com - B-Tech AV Mounts

About B-Tech

B-Tech AV Mounts is the award-winning brand of AV mounting solutions that are designed, manufactured and sold all around the world by B-Tech International Group companies. A family owned company, B-Tech has over 45 years of experience in the AV industry and is recognised worldwide as an industry leader in the design, manufacture and distribution of mounting solutions and accessories for AV technologies. 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 an extensive range of mounting solutions including wall, ceiling and floor stands for professional audio-visual equipment such as LCD and LED videowall and digital signage, projectors and loudspeakers as well as a comprehensive range of professional and consumer flat screen TV mounts. 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...

The following are B-Tech International Group brands: B-Tech AV Mounts, Mode-AL, Ventry, Bib, Lawton Trade and The Diamond Stylus Company. The full group consists of companies with offices and distribution facilities in Daventry (UK), Brussels, Berlin, Barcelona, Dubai, Seoul, Ningbo (China), Singapore, Hanoi (Vietnam) and California. All of which support a global network of authorised distributors operating in most countries around the World; with key locations in Oslo, Moscow, Brazil, South Africa, India, Japan and Australia.

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