



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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Integrator TVC receive accolade for huge System X support

Leading AV integrator TVC have been awarded a special accolade from B-Tech AV Mounts, in recognition of their support of B-Tech's System X range of mounting solutions.

With a client list that includes the world's largest online bookmaker - bet365, as well as many other UK bookmakers and leisure & hospitality establishments, TVC were one of the first integrators to champion System X at its launch and have gone on to become one of B-Tech's most knowledgeable customers.

Indeed, TVC have become such advocates of B-Tech's hassle-free mounting system that they have ordered over 1080m of aluminium rail since its inception. Applied end-to-end that quantity of rail would tower 150m higher than the world's tallest building - the Burj Khalifa in Dubai.

A gold System X wall plaque was given to TVC management in recognition of their efforts, and now sits proudly on the wall at their Bolton Head Office. Presenting the award at B-Tech's recent Invitational Golf Day, Key Account Manager Matt Nixon said: "From its launch, TVC have favoured our System X mounting solutions and have gone on to be the biggest supporter of the range. Their staff have helped us impact heavily in new markets, particularly with big brand-name chain establishments in the hospitality market and UK bookmakers, including the huge AV install at bet365's global headquarters in Stoke."

Matt added: "Working with TVC is an absolute pleasure. All key staff are fully trained in B-Tech's offering and are qualified to specify the correct System X solution. Special mention needs to go Chris Whitlock, Andy Greaves and Michelle Ellis who have been instrumental in B-Tech's growth in new markets with TVC."

On receiving the award, Chris Whitlock, TVC's Technical Director, said: "I first saw System X as a prototype three years ago and could instantly see its potential. With fast installation and easy to use screen alignment features, System X presented itself as a modular and future proof range that is absolutely ideal for our business."

He added: "As soon as this range became available we started to take sample kits out for demonstrations with our clients. They too could see the immediate benefits of using a universal rail system for multiscreen installations. System X gives us so many options we can confidently offer a solution to meet our clients' requirements. We work directly with B-Tech to ensure our clients get fast response times and the best service on project delivery, which are key to the ethos of the TVC group."

Since its inception, System X has gone on to receive a Highly Commended gong at the 2016 AV Awards, and has helped B-Tech earn an inclusion on this year's finalist list for the coveted Manufacturer of the Year crown at the 2017 event.



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The simplicity of System X starts even before installation begins, with an online configurator that makes it easy to select the correct mounting hardware. B-Tech's online tool is available for Integrators, consultants and distributors and can be found here <http://www.btechavmounts.com/systemx-configurator>

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Daventry, UK, (1 August 2017) – 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