



## B-Tech Promotion

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## Norman Case appointment strengthens B-Tech team

B-Tech AV Mounts have appointed well-known industry face Norman Case to further reinforce their sales team as the business continues to grow.

Norman, whose past roles include account manager and business development roles with LG, Samsung and Handy AV, joins B-Tech with the remit of developing new and existing business in the south of England.

He will be working with B-Tech's distribution partners, key resellers, integrators, consultants and end users across B-Tech's full customer portfolio. Having been in the AV Industry since 2001, he will be developing relationships with B-Tech's current partners as well as identifying new opportunities and offering a full end to end sales process.

Norman said: 'Having seen the staggering developments B-Tech have enjoyed over the past few years, I am delighted to be joining the team and play my part in their continued growth. Having seen first-hand the possibilities and current success of the popular System X range, I'm confident we have the products and the resources to be a market leader.

"B-Tech recently claimed a Highly Commended accolade at the AV Awards - a testament to how well regarded their products are - and I can't wait to continue presenting B-Tech solutions at every level of the AV Channel."

Norman can be reached at [ncase@btechavmounts.co.uk](mailto:ncase@btechavmounts.co.uk)

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Daventry, UK, (14October 2016) – [www.btechavmounts.com](http://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](http://www.btechavmounts.com)