



B-Tech Promotion

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Supporting Saints with AV mounting solutions

“Rugby is a sport that promotes respect, professionalism, teamwork and dedication – values that we hold in high regard throughout our business.”

Matthew Bennett - Managing Director, B-Tech AV Mounts

Leading AV mounts manufacturer B-Tech have provided Aviva Premiership giants Northampton Saints with display mounting solutions for their impressive new Barwell Stand. The £6million investment at their Franklin's Gardens ground features the very latest in sport stadia design and B-Tech have, quite literally, shown their support by providing safe and secure mounting of numerous digital displays throughout the building.

Franklin's Gardens is the latest in a long list of sporting venues to utilise B-Tech solutions for mounting their AV equipment, including Wembley Stadium, Silverstone, Wimbledon and the Emirates Stadium.

Utilising BT8431 mounts, the club's new 600-capacity hospitality suite is fitted with seven 55-inch Full HD displays, plus a NEC projector mounted on a BT899 solution, ensuring that fans don't miss any of the action when away from the pitch. With its AV capability, contemporary design, and full bar facilities, the suite is also proving popular for business gatherings, conferences, and even the occasional wedding!

B-Tech have also provided BT8431 mounting solutions for the stands' 12 executive boxes, each fitted with a 42-inch Sony full HD display. These rooms are also used as 'breakout' areas during busy business conferences – bringing a welcome revenue stream to the club.

The Saints began a huge improvement programme to their Franklin's Gardens ground in 2001. The new Barwell Stand is the club's latest, and largest, investment to date and includes an LED menu board running along the full length of the stand, where B-Tech have their messages regularly displayed to Saints' 15,000+ crowds.

Nick Spencer, marketing manager for B-Tech, said: “We are immensely proud of our association with Northampton Saints - they are a superbly run club, who are forever moving forwards. We are delighted to supply all supporting mounts for their stunning new Barwell Stand, and look forward to working together on any future AV projects.”

Chris Wearmouth, head of communications at Northampton Saints, agrees with Nick on the benefits of the association. He added: “Saints is a club with 100 years of heritage and it would not be here today if it were not for its long history of local business working together.

“B-Tech continue this tradition by providing quality, valuable resources that save us money – money that will be better spent on further improving our academy and making Premiership rugby even more accessible to the people of Northampton and beyond. Having professional AV and fitting is an essential requirement in modern sporting venues and, with our new Barwell Stand, we believe we are setting a new standard in quality, facilities and design, and we send a big thanks to B-Tech for their input and professionalism.”



B-Tech provided all AV mounting solutions for Northampton Saints' new Barwell Stand, with LED displays from Elonex.

B-Tech provide support to local rugby scene

Rugby is alive and kicking in Northamptonshire and B-Tech AV Mounts is certainly playing its part in supporting the sport throughout the county and beyond.

At Midlands Division level, B-Tech have donated BT8225 mounts to Daventry RFC for displays in their newly refurbished clubhouse. B-Tech, who have their global headquarters in the Long March area of the town, also sponsor the club with their promotional hoarding at pitch side.

Matthew Bennett, managing director of B-Tech AV Mounts, said: "I am a die-hard rugby fanatic so to be able to support our local clubs is a perfect fit for B-Tech. Rugby is a sport that promotes respect, professionalism, teamwork and dedication – values that we hold in high regard throughout our business."

And don't think that B-Tech's boss prefers to watch than 'pitch in' – both Matthew and his brother Thomas have a strong history of playing rugby, having served New Milton & District RFC for over 10 years, with Thomas now a prop forward at Daventry.

During the recent Rugby World Cup, a BT8350 solution was used to mount the video wall at the official Fan Zone in the birthplace of the sport - Rugby, supporting a giant 5x5 display. The video wall provided fans who could not be at the games the chance to enjoy the camaraderie of fellow supporters, while still being able to get a great view of the action on the pitch.

Matthew added: "Digital signage in the sport and leisure market continues to show huge growth – from huge LED displays to hospitality suite TVs - and we have a portfolio of mounting solutions that are proven in sporting venues throughout the globe, keeping spectators informed and entertained."



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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