



## PRESS RELEASE

### B-Tech International Ltd – bucking the trend in business

A Daventry-based company has celebrated its 40<sup>th</sup> anniversary with figures showing a rise in profits and greatly increased business over the last year.

B-Tech International Ltd, which designs, manufactures and distributes accessories for the audio-visual industry, is bucking the trend in these strained economic times.

What began in 1972 with a man and a van now employs nearly 30 people here and across the world. And the company, based in Long March, is still expanding and intends to recruit further.

It has recorded a 40 per cent increase in turnover during the first five months of the year compared with the same period in 2011.

Sales have remained strong at home and in Europe, particularly in Russia and behind the old Iron Curtain. And the firm said that Asia, America and other foreign markets are becoming increasingly receptive to its design-led products.

B-Tech designs mounting solutions for flat screen TVs and computer monitors, projectors and loudspeakers. It also specialises in audio-visual furniture catering for entry-level markets right up to its newly launched Cantabria premium range. And all associated accessories such as HDMI cables, AV Care and Cleaning products are stocked.

Owner and Managing Director, Matt Bennett, 38, said that the company had taken risks but they appeared to be paying off.

He said: "While we are growing, similar firms in the industry are really struggling at the moment, as are many businesses.

"We took what some could call risky decisions over the past 18 months and aside from the UK market which remains strong for us, we wanted to focus on

exporting our products to new markets and there has been a great deal of interest.

"We now have offices in a number of cities around the world.

"The audio-visual industry advances so quickly with the constant introduction of new technologies such as plasma and LCD TVs, 3D TVs and Smart TVs that we have to stay on top of our game.

"And that is why our in-house design team has been so important to us – helping us set the styles and trends that others follow.

"Last year we saw a seven per cent year-on-year increase in turnover and are bullish about the future, especially when we have seen a near 40 per cent increase on the first five months of this year compared to last.

"We are proud to be a family-owned company instead of a faceless corporate entity, and we try to give as much back to the local community as we can. We aim to recruit more staff this year and want to continue our growth both here in Daventry and the UK, and also across the world."

As a special 40<sup>th</sup> anniversary celebration B-Tech is offering any local firms favourable prices on its products. Just quote DAVEXP0612.

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