



## B-Tech Promotion

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### FOR IMMEDIATE RELEASE

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### B-Tech's reach expands

B-Tech International has widened its reach across the globe by opening a new facility in Vietnam.

The Hanoi operation supplements its work in Hong Kong and China to aid in the development, production and distribution of B-Tech's world recognised mounting solutions.

B-Tech, which is headquartered in Daventry, UK, also has centres in Belgium, Germany, Spain and Dubai.

With its growing networks, B-Tech is better able to manufacture and distribute its products more quickly and at a lower cost.

To make the most of its growing number of branches around the world the company has restructured its senior team.

Mark Walker has been promoted to Business Development Manager across B-Tech's group of companies.

Having worked at B-Tech for almost a decade, Mark's step-up reflects his knowledge of the company's range of products, emerging markets and AV industry in general.

Now working closely with Managing Director Matthew Bennett, Mark's experience provides valuable knowledge to multiple areas of the business, including product development and key account management.

Other staff with new roles include Sean Murphy who has been appointed Area Sales Manager for the South and South East of England.

Having spent several years working as part of the internal sales and technical support team, customers who were previously familiar with Sean's voice will now be able to put a face to the name, as he takes his wealth of knowledge out on the road.

Matt Bennett, MD of B-Tech, said: "Our expansion into new countries helps us remain well placed to tap in to new and emerging markets.

"Our Vietnam facility will be used for product development, shipping and distribution with the intention that it will grow.

"It also means that a new structure was required, so Mark Walker and Sean Murphy have new roles to help us in our development.



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“We are now holding more stock at our subsidiaries and supplying customers directly from those offices.

“This significantly reduces shipping costs, speeds up delivery times and allows all invoicing to be done in local currency.

“We have adopted this practice across Europe and the Far East.

“Already this year we have seen incredibly positive reactions at various trade shows to our products and will continue to exhibit around the world.”

Also within the company Nick Spencer has been promoted to Marketing Manager, Gary Purton is now Product Design Manager and Tom Bennett is Product Development Co-ordinator.

**Pic caption:**Mark Walker who has been promoted to Business Development Manager across B-Tech’s group of companies.

**Daventry, UK, (28 May 2015) – [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)