



B-Tech Promotion

Creation Date: 20/11/12
Publication Date: 20/11/12
Document Type: Press Release

FOR IMMEDIATE RELEASE

B-Tech International Ltd
Ed Baker – Media Contact
E: pr@btechavmounts.co.uk
Nick Spencer – Marketing
T: 44 1327 300787
E: nspencer@btechavmounts.co.uk

B-Tech's new horizon in Barcelona

A British audio-visual firm, celebrating its 40th anniversary this year, has made the bold decision to open its newest subsidiary in Spain – despite that country's economic problems.

After over 15 years of selling through the retail channels, [B-Tech Audio Mounts](http://www.btechavmounts.co.uk) decided there was clear demand for its professional and commercial products and has now opened B-Tech International (Iberia) sl., based in Barcelona.

The new company has been set up to complement the existing retail distribution for the Iberian peninsula by serving the expanding professional and commercial installation market.

Its new warehouse will be stocking the full range of products available under the B-Tech umbrella including the Mountlogic, Ventry, Bib, System 2, System V and Pro-Install ranges.

It will offer same day dispatch for order placed before 3pm. The new subsidiary will cover the whole of Spain including the Balearic and Canary Islands, as well as Portugal, Andorra and northern Africa.

The new Spanish arm will compliment B-Tech's other European subsidiaries in Belgium and Germany.

B-Tech is building on its long-standing relationship with the Spanish market and the investment and jobs it creates will be gratefully received.

Reporting to General Manager Paul Haggarty will be the Director of Sales, Senor Andreu Aguilar and Sales Manager, Senorita Montse Baena.

Mr Haggarty said: "This is an exciting time for B-Tech Audio Video Mounts especially given the current economic conditions.

"The Iberian peninsula has long been one of B-Tech's strongest markets outside the UK, although admittedly nearly all sales have been on the retail front.

"After extensive research, we took the decision to establish our own office and warehouse there to serve the professional market as the feedback we had showed there was clear demand for our products.

"We have appointed some extremely dedicated personnel that have over 25 years of experience with B-Tech between them and I am confident that we can replicate the success we have seen in our other two



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subsidiaries which are in Belgium and Germany.”

Group CEO and owner, Matt Bennett, added: “Where some see nothing but doom and gloom in certain European economies, I say “cojones” to these people!

“Despite the uncertain economic times, B-Tech has continued to invest in Spain to build upon the success we have already seen there.

“Our retail sales have grown year-on-year despite the contraction of the retail market, but this has been particularly helped with the updated Ventry range of mounting solutions with POS units.

“In addition to this, our global design team has developed a bit of Spanish flair with the launch of the Cantabria range of premium audio video furniture that is made in Spain.

“With this deeper integration between Spain and B-Tech, it makes sense to formalise it and take it to the next level with the introduction of B-Tech International (Iberia) sl.”

B-Tech Iberia already has a full line-up of stock from all its ranges, including the recently-launched BT8310 Video Wall Mount.

B-Tech International (Iberia) sl
C/ des les Moreres
08820 El Prat de Llobregat
Barcelona
Spain

Daventry, UK, (20th November 2012) – www.btechavmounts.com - B-Tech AV Mounts

Pic Caption: Andreu Aguilar, Montse Baena and Paul Haggarty

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 from here where B-Tech’s product range is designed by our 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, in bars/clubs, in restaurants, in 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 Belgium, Berlin Germany, Barcelona Spain, Hong Kong, China and Singapore which support a global network of authorised distributors and dealers.

For more information, please visit www.btechavmounts.com.

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B-Tech announces new Spain-based subsidiary

21 November 2012

Story Code : er11



British audio-visual company B-Tech, which is celebrating its 40th anniversary this year, has launched a new subsidiary company in Spain, B-Tech International (Iberia).

Barcelona-based B-Tech International will complement the company's existing retail distribution for the Iberian peninsula, and will cover the whole of Spain including the Balearic and Canary Islands, as well as Portugal, Andorra and northern Africa.

Its new Spanish arm follows on from B-Tech's other, already established, European subsidiaries in Belgium and Germany.

B-Tech International's new warehouse will be used to stock the full range of products available under the B-Tech umbrella including the Mountlogic, Ventry, Bib, System 2 System V and Pro-Install ranges. It will also offer same day dispatch for orders placed before 3pm.

General manager Paul Haggarty (pictured, left) will head the new company, with director of sales, Andreu Aguilar (pictured, right), and sales manager, Montse Baena (pictured, middle) reporting directly to him.

"The Iberian peninsula has long been one of B-Tech's strongest markets outside the UK, although admittedly nearly all sales have been on the retail front," commented Haggarty. "After extensive research, we took the decision to establish our own office and warehouse there to serve the professional market as the feedback we had showed there was clear demand for our products."

"Despite the uncertain economic times, B-Tech has continued to invest in Spain to build upon the success we have already seen there," added Group CEO and owner, Matt Bennett. "Our retail sales have grown year-on-year despite the contraction of the retail market, but this has been particularly helped with the updated Ventry range of mounting solutions with POS units."

B-Tech Iberia already has a full line-up of stock from all its ranges, including the recently-launched BT8310 Video Wall Mount.

www.btechavmounts.com

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