



B-Tech Promotion

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ISE proves huge success for B-Tech

B-Tech International has reported a huge surge of interest in its range of products following the ISE trade show in Amsterdam.

The British firm not only made significant sales during the three day event, but is following up interest from around the world.

And the company sensed it would be a good week when managing director Matt Bennett spotted that the joint-organiser InfoComm was using B-Tech AV mounts at its stand.

Around 40,000 visitors attended the show that is the biggest in the AV calendar and the third-fastest growing trade show anywhere in the world.

B-Tech has been attending ISE for almost a decade and was displaying its range of AV mounts and furniture, particularly those for video walls and digital signage.

Its growing sales team was busy throughout and of particular interest to installers was the company's BT8310 video wall mount.

The mount has a "quick-lock push system" meaning any screen in a wall can be simply popped out, then pushed back.

A video wall comprised of BT8310 mounts showing a video demonstrating its ease of install attracted many viewers.

B-Tech's Cantabria range of AV furniture was also popular, as was its mobile video wall.

Matt Bennett said: "We've been showing at ISE for nearly a decade and this year was a huge success.

"Our stand was busy throughout and we got some very positive leads, which we are now following up.

"We brought in a lot of staff and that was just as well because of the interest shown in our products.

"ISE is really a chance to look into the future – and we are already booked in for next year."



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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 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.