



ACCELERATED GROWTH, ACCESS TO NEW MARKETS  
**B-TECH AV MOUNTS JOINS NEOMOUNTS IN NEWLY FORMED GLOBAL MOUNTS GROUP**

**Haarlem, Netherlands, October 17, 2022 – Neomounts, known for its wide range of mounting products for AV and IT hardware, and pro AV-mounting specialist B-Tech AV Mounts, have joined forces. Together, the parties aim to accelerate growth by further strengthening international markets and creating synergies. The newly formed Global Mounts Group is an all-round mounting specialist, with an extensive portfolio and worldwide distribution. By sharing and further developing expertise, together the two companies will become the strongest partner in AV and IT mounting systems. A true one-stop-shop for every mounting solution. Both Neomounts and B-Tech will continue to operate independently under their own brand, identity, and management.**

**Growing presence**

Neomounts (formerly known as Newstar) is a growing presence, primarily in IT but also in AV markets, active in both Business to Business and Business to Consumer channels. B-Tech's speciality is in professional AV, where it has grown to be one of the top mounting brands in this field. When it comes to geographical distribution, the two companies also complement each other. Neomounts' focus is on Europe whilst B-Tech has built a strong network and reputation throughout EMEA, Asia and more recently in North America. As part of Global Mounts Group, the companies can share each other's distribution networks and strengthen their global presence. Integrated warehouses will help secure availability and optimise logistics. In addition, the combination will gain greater financial strength to meet the further growth ambitions of both companies.

**Powerful**

Neomounts Managing Director Dick van Baarlen will lead Global Mounts Group as CEO: "Both Neomounts and B-Tech are growing and making significant progress. The companies complement each other seamlessly on crucial themes. Together we are even more powerful, especially when it comes to product development, our supply chains and geographical expansion. That is what will make Global Mounts Group a major player in the international mounting market." Matt Bennett, Managing Director of B-Tech adds: "Two are stronger than one. Our companies know their markets and together we can continue to do what we do best – and more. With more financial power, Global Mounts Group provides the perfect foundation for further growth. Not only in distribution and cost-effectiveness, but also in innovation. A true win-win solution for both brands, as well as our distribution partners."

**About B-Tech AV Mounts**

Founded in the United Kingdom in 1972, B-Tech is specialised in professional AV mounting solutions. The company combines all the benefits of a global organisation with the focused, dedicated approach of a personal, localised service. B-Tech is recognised worldwide for its reliability, ease of installation, and design quality. It's offices and distribution centres are supported by a global network of authorised distributors and dealers, making their AV mounts products available in more than 100 countries worldwide.



### **About Neomounts**

Neomounts is specialised in high-quality mounting products, offering the latest trends in AV and IT. Founded in 1996 as Newstar, its sole mission is to provide the best viewing and optimal working position whilst using devices. Neomounts is very strongly represented in mainly IT, office, and AV channels across Europe, working with an extensive network of resellers and distributors. Its products are known for their smart design and easy installation.

**Neomounts<sup>®</sup>**

For more information about Global Mounts Group and about B-Tech AV Mounts and Neomounts, please visit <http://www.globalmountsgroup.com/>