



B-Tech AV Mounts Press Release

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B-Tech AV Mounts announce two new European distribution agreements with Midwich Group companies Sidev and Van Domburg Partners

Brussels, Belgium, (6th March 2023) - Pro AV mounting specialists B-Tech AV Mounts have announced new distribution partnerships with two Midwich Group companies; Sidev in France and Van Domburg Partners (VDP) for the Benelux region.

This increases the number of distribution agreements worldwide between B-Tech and the Midwich Group to five; B-Tech's headquarters in the UK have a long-standing partnership with Midwich dating back to late 2008, with Midwich Australia since Jan 2021 and Midwich APAC since Jun 2021.

This growing number of agreements between the two companies is a reflection of the worldwide growth and increasing demand for B-Tech's pro AV mounting solutions during the past few years.

It's a trend noted by both Sidev and VDP, whose customers regularly ask for B-Tech as their preferred brand of mounting solution. The brand has become the go-to for many integrators worldwide and with their staff handling enquiries with the highest level of technical expertise, a distribution agreement for these territories was a very natural and obvious step for all parties.

Sidev, who joined the Midwich Group in May 2010, are a specialist supplier of AV technology to the French market. They will offer B-Tech's full range of pro AV mounting solutions, including the System X range, which considerably strengthens their portfolio for multi-screen applications, for LCD and in particular dvLED displays, for which the demand continues to increase.

Valentin Lefort, Business Manager for Sidev comments *"Sidev are the number one distributor of fine pitch dvLED products on the French market and our product portfolio is completed by B-Tech's strong proposition in that line of products. The development of our dvLED business is a strong focus for our marketing and showroom activities and we look forward to integrating B-Tech into these activities"*

VDP, who joined the Midwich Group in 2017, will offer B-Tech's full range of pro AV solutions to the Benelux market, where they are the largest B2B distributor for audio visual solutions. Additionally, VDP has been a key part of the Midwich Group's strategy for supplying the overseas projects of their international customers since Brexit. By adding B-Tech products to their portfolio, the Midwich Group are able to supply these projects with the most in-demand brand of mounting solutions.

Ed van Domburg, Managing Director at Van Domburg Partners is hugely excited about this distribution agreement and comments *"This new partnership enables us to better support our International accounts in their demand for B-Tech in their projects. We are excited to include this renowned brand in our portfolio and look forward to a strong and long-lasting partnership with B-Tech"*



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B-Tech will be joining VDP and Sidev at their annual customer events, with 'VDP's ISE' event taking place on May 25th and Sidev's TECH IN LYON held on September 14th.

B-Tech AV Mounts' European Sales Director Tom Meylink spoke about the two agreements *"I am very proud to be working with the Pro AV market leaders in both the Benelux region and France. We have seen a huge increase in demand for our products over recent years in these markets and strongly believe there is a lot of growth potential. With the strength of these partners we are confident that we can fulfil that potential and bring the top-level integrators their preferred choice of mounting solutions."*

For more information about B-Tech AV Mounts please visit www.btechavmounts.com and for information about Sidev or Van Domburg Partners please visit www.sidev.fr or www.vandomburg.nu

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About B-Tech AV Mounts

B-Tech AV Mounts is an industry leading brand of professional AV mounting solutions which are recognised worldwide for their reliability, robustness, ease of install and design aesthetics. Established in London in 1972, B-Tech is a global organisation with offices and distribution centres located across the globe, providing customer support that combines all the benefits of a global organisation with the focused, dedicated approach of a personal, localised service. B-Tech mounting solutions cover all AV requirements ranging from small, single screens to large format displays, projectors, speakers, interactive touchscreens and UC equipment, as well as large, multi-screen video walls and digital signage. Designed to stringent TUV and UL safety standards by our in-house team of engineers in the UK, B-Tech products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Previous winner of the sought-after AV Manufacturer of the Year crown, B-Tech AV Mounts products are found in prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports and conference facilities worldwide.

As part of the B-Tech International Group, the B-Tech AV Mounts brand is accompanied by the following sub-brands; System X, Mode-AL, System 2, Ventry and System V and operates out of the following locations worldwide; UK, Belgium, Germany, Spain, Dubai, USA, China, Singapore, South Korea and Vietnam. These offices and distribution centres are supported by a global network of authorised distributors and dealers, making B-Tech AV Mounts products available in more than 100 countries worldwide.

For more information, please call **+44 (0)1327 300787**, email info@btechavmounts.com or visit www.btechavmounts.com