



## B-Tech Promotion

Creation Date: 12/04/18  
Publication Date: 12/04/18  
Document Type: Press Release

### FOR IMMEDIATE RELEASE

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## B-Tech expand UK sales team with the appointment of Ralph Zاراiah

To meet growing business demand, B-Tech AV Mounts have bolstered their sales team further with the appointment of well-known industry stalwart Ralph Zاراiah.

Ralph, who has a wealth of experience having held senior positions at a variety of large AV and IT companies such as Mitsubishi, Scan Source Imago, Netcom and most recently as head of sales for Mode-AL, joins B-Tech in a Key Account Manager role with the remit of developing new business, directly as well as through existing distribution and reseller channels.

Ralph said: “As an outsider, the growth of B-Tech in recent years has been very clear to see, so I am thrilled to be able to join a team that has accomplished so much and I see this as a hugely exciting opportunity. Having familiarised myself with the excellent range of solutions and meeting all of the team, I’m already seeing the qualities that led to their recent Manufacturer of the Year award and why B-Tech products are so often recommended.”

With direct view LED sales continuing to accelerate, Ralph joins B-Tech at an exciting time, as new mounting challenges and opportunities are presenting themselves across a variety of market verticals.

He added: “With broad industry experience in the field of mounting and in particular LED, I believe my own passion, combined with B-Tech’s well-established design ethos and customer values, puts us in an ideal position to offer the best possible products and service to the existing customer base as well as the new ones that I’m sure will soon come aboard.”

Those attending the Retail Digital Signage Expo at Olympia, London, in May can meet Ralph on stand F15 along with other familiar faces from the B-Tech team. In the meantime, Ralph can be reached on [ralph@btechavmounts.co.uk](mailto:ralph@btechavmounts.co.uk)

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**Daventry, UK, (12 April 2018) – [www.btechavmounts.com](http://www.btechavmounts.com) - B-Tech AV Mounts**

### About B-Tech

B-Tech AV Mounts is an award-winning, family-owned company that has over 45 years of experience in design, manufacture and distribution of audio visual accessories. B-Tech’s head office is located in Daventry, United Kingdom. B-Tech’s product range is designed by its in-house engineering teams. B-Tech offers a comprehensive range of audio and visual mounting solutions including wall, ceiling and floor stands, and mounts for 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...



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For more information, please call **+44 1327 300787** or visit [www.btechavmounts.com](http://www.btechavmounts.com)