



## B-Tech Promotion

Creation Date: 14/02/19  
Publication Date: 14/02/19  
Document Type: Press Release

### FOR IMMEDIATE RELEASE

B-Tech International Ltd.  
Stuart Hillis – PR  
T: +44 (0)1728 768118  
E: [stuart@beesbuzzpr.com](mailto:stuart@beesbuzzpr.com)

## Dan Ly joins B-Tech to drive France sales

B-Tech AV Mounts continues to reinforce resources in mainland Europe with the appointment of Dan Ly as Business Development Manager for France.

With an impressive track record of developing new business in the region, Dan brings considerable pro AV experience and knowledge to B-Tech, having previously worked for both brackets and AV hardware manufacturers, leading sales teams in France and Southern Europe.

The appointment follows a raft of new roles and promotions at B-Tech over the past six months, allowing for a sharper European focus with improved service and logistics.

Following his appointment, Dan said: “I am delighted to be joining B-Tech at this exciting time. The brand has grown to become one of the leading manufacturers in AV mounting solutions in recent years. Their growth in Europe over the past couple of years has been particularly impressive and I look forward to helping to drive that growth with my industry connections throughout France. B-Tech’s System X solution brings scalability for any mounting requirement and their tried and trusted video wall pop-out mounts are popular in all corners of the globe. Here in France, B-Tech are now perfectly placed to provide a faster, more robust service than ever before, thanks to the recently expanded operations and improved logistics out of B-Tech’s Belgium office.”

Jon Alway, B-Tech’s director of operations (EMEA), said: “We are thrilled to be able to welcome Dan to the B-Tech team. As well as knowing the AV mounting market inside-out, he is very well known throughout the AV industry in France. We pride ourselves in delivering the best possible service to our customers and, with Dan’s appointment, we can be wholly confident that B-Tech have the best team for the job in the region.”

Dan takes up his role with immediate effect. He can be contacted at [dly@btechavmounts.com](mailto:dly@btechavmounts.com)

-ends-

Daventry, UK, (14 February 2018) – [www.btechavmounts.com](http://www.btechavmounts.com) - B-Tech AV Mounts

**About B-Tech**



## B-Tech Promotion

Creation Date: 14/02/19  
Publication Date: 14/02/19  
Document Type: Press Release

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 there where B-Tech's product range is designed by its 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, bars/clubs, restaurants, 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 in Belgium, Berlin in Germany, Barcelona in Spain, Hong Kong, China, Singapore, Moscow in Russia, Hanoi in Vietnam and Dubai in UAE. All of which support a global network of authorised distributors and dealers.

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