



## B-Tech Promotion

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### FOR IMMEDIATE RELEASE

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## EET Europarts 2 day technology event in Madrid

B-Tech were delighted to lend their support to their fast growing reseller partner EET Europarts at their 2 day technology event held on 28th and 29th March in Madrid. The occasion also marked the unveiling of EET's newly refurbished open plan offices and showroom - a very modern venue that brought together many of their key suppliers and customers.

During the 2 full days of conferences and seminars, B-Tech engaged with installers and integrators alongside other leading manufacturers such as NEC, Kramer, Leyard, Tripleplay, Useful, Milestone XProtect, Viafibra and Ecler. All the latest cutting-edge AV technology was on show and B-Tech held demonstration sessions of its industry renowned System X range of menu board, multi-screen and digital signage mounting systems. Visitors also got hands on with our ever popular BT8310 push in/pop out video wall mount as well as rigorously testing our BT8371 2 x 2 mobile video wall stand.

Andreu Aguilar, Sales Manager for B-Tech Iberia, commented 'It was a great opportunity to connect with likeminded industry professionals and be able to fully demonstrate the functionality, quality and versatility of our popular product ranges. The seminar programme was very interactive and encouraged participants to pose questions, knowledge share, overcome install challenges and get their general feedback'.

General Manager of B-Tech Iberia, Paul Haggarty, went on to say 'EET Spain is putting together a very strong portfolio of AV hardware, software and accessories that can meet the needs across all verticals. As their No.1 mount supplier, B-Tech can enrich customer choice by offering a wide and varied selection covering all price points. With their showroom now fully kitted out with our mounting solutions, clients are able to inspect and appraise at close quarters before making those vital purchasing decisions. We would like to thank Rodrigo Sanchez Prat, Jose Miguel Martinez de la Puerta and their team of dedicated professionals for putting on a great event. It was clear from all who participated that so much was gained from the experience and we look forward to the next one soon'.

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

### 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 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)