



B-Tech Promotion

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Przemyslaw Mika joins B-Tech to drive CEE focus

B-Tech AV Mounts have strengthened their growing European sales team with the appointment of Przemyslaw Mika. Armed with a broad knowledge of the CEE market, Prem will be building brand and product awareness as well as increasing sales throughout the region - an area identified by B-Tech as having strong growth potential!

Prem brings considerable experience and knowledge to B-Tech's European operations, having worked in the AV Industry for nearly 20 years. His career includes time working with leading flat panel brands including Philips, Sharp and Panasonic, with more than 10 years spent working with various sales channels (via distribution, dealers and retailers).

Based in Warsaw, Poland, Prem will be covering the CEE region including Poland, Latvia, Lithuania, Estonia, Hungary, Romania, Bulgaria, Slovenia, Croatia, Serbia, Montenegro and Bosnia & Herzegovina. B-Tech AV Mounts (through B-Tech Deutschland GmbH), offer full sales support from their operational centre based in Berlin, Germany, as well as a full warehouse and logistical team that will serve the CEE markets.

Prem joins the European team that already includes Andreu Aguilar, based in BTIB for Iberian markets, Steven Verdood, based in BTBE for Benelux markets and Tim Steinmetz, based in Dusseldorf for the DACH market, further strengthening B-Tech's presence on the ground in Europe. With three European offices and distribution centres; in Barcelona, Brussels and Berlin, B-Tech AV Mounts offers an unparalleled service across all of Europe.

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Daventry, UK, (04 August 2017) - 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