



B-Tech AV Mounts Press Release

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B-Tech AV Mounts
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B-Tech AV Mounts announce new distribution partnership with Portuguese distributor LISCIC

Barcelona, Spain, (March 2023) – Pro AV mounting specialist B-Tech AV Mounts are pleased to announce a new distribution partnership with Portuguese technology distributor Liscic.

The news follows recent European distribution announcements for France and the Netherlands, highlighting the demand for B-Tech's award winning mounting solutions across the continent.

Established in 1995 as a specialist supplier of Toshiba printer and copier products, Liscic later expanded their product line up with the addition of projectors and in 2009 took another step towards pro AV when they became the distributor for NEC, supplying their range of projectors, monitors and displays.

Renowned for their dynamism and for providing support to a vast reseller network, Liscic operate in areas ranging from the reselling of equipment, consumables and parts, to the provision of guarantees and logistics; offering partners commercial and technical training, pre-sales consultancy and marketing support.

Liscic will supply B-Tech's full range of professional mounting solutions, with a particular focus on the System X range for multi-screen installations and System 2 ø50mm pole and collar mounting system; both key ranges to cover hundreds of different installation types - especially useful for video wall and digital signage projects.

Executive Director of Liscic, Paulo Trindade comments, "We needed a mount manufacturer to complement our product offering and to provide a wider, more complete portfolio for all of our partners. We recognised B-Tech as the ideal partner; they are renown for the high-quality standard of their products and their knowledge based on so many years in the industry will be a huge asset to Liscic. We feel this agreement will benefit both parties, especially considering the size of our shared network of customers and we are excited to see the progress in this going forwards."

Until now, B-Tech has served the Portuguese market directly, supplying the top 3-4 system integrators from their Iberia office in Barcelona. Now, with support from Liscic, B-Tech products can be supplied to a much wider pool of SIs and resellers.

B-Tech AV Mounts' Sales Manager for Iberia, Enrique Rebollar commented on the agreement, "I am confident the new partnership with Liscic will be extremely positive for both parties and will enable us to grow the B-Tech name in another key European market. With Liscic introducing B-Tech to more system integrators in the country, this strengthens our ability to be involved with AV projects and offer complete solutions to new and future customers."

For more information about B-Tech AV Mounts please visit www.btechavmounts.com and for information about Liscic please visit www.liscic.pt

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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