



B-Tech Promotion

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FOR IMMEDIATE RELEASE

B-Tech AV Mounts

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B-Tech AV Mounts expands Midwich distribution agreement to Singapore and Malaysia Markets

B-Tech AV Mounts, an industry leading designer and manufacturer of pro AV mounting solutions, and Midwich Asia Pte Ltd, one of Southeast Asia's premier distributors of audio visual solutions and unified communications and services to the trade market, are pleased to announce a new official distribution partnership for the Singapore and Malaysia markets.

The agreement enhances the global relationship between B-Tech and Midwich, who have enjoyed a successful partnership for more than a decade in the UK and Ireland and recently added the Australia and New Zealand markets.

"We announced our agreement with Midwich for Australia and New Zealand in January this year and this expansion into Singapore and Malaysia is a natural progression for B-Tech AV Mounts," explains Matt Bennett, CEO, B-Tech AV Mounts.

"Since setting up in South East Asia in 2006, B-Tech has enjoyed solid success and we are excited to be taking another leap forward by working with the local Midwich team."

Part of the Midwich Group Plc, Midwich Asia Pte Ltd is located in Mountbatten Square, Singapore and comprises of direct sales representation and dedicated support personnel who bring their expertise to reseller collaborations when developing the best solutions for client projects.

"The appointment earlier this year of Danny Ng, Sales Manager for South East Asia underscores B-Tech's commitment to its operations in the region and in addition to this we expect our partnership with Midwich will bring new and exciting opportunities," notes Jenny Li, Director of Operations (APAC), B-Tech AV Mounts.

Designed and tested to stringent TUV and UL safety standards by an in-house team of engineers in the U.K., B-Tech AV mounts are available as wall, ceiling or desktop mounts, or as freestanding, mobile or bolt-down floor stands. Installations include prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports and conference facilities worldwide.

"B-Tech AV Mounts has been trading in South East Asia for over 15 years and Midwich is proud to be associated with the positive reputation they have earned from reliable, quality products that suit a broad range of applications," says Michael Broadbent, Managing Director, Midwich APAC.

AV professionals can visit the Midwich showroom where a selection of key B-Tech products will be on display. B-Tech AV Mounts are available now. To learn more or arrange a demonstration, contact Kelvin Thong at sales@midwich.com.sg or call +65 6950 5599.



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About B-Tech AV Mounts

B-Tech AV Mounts is an industry leading brand of professional AV mounting solutions recognised for their reliability, robustness, ease of install and design aesthetics. Established in London in 1972, B-Tech products are now available in more than 100 countries across the globe and the company has offices and distribution centres in the U.K., Belgium, Germany, Spain, Dubai, USA, China, Singapore, South Korea, and Vietnam.

B-Tech AV Mounts provides customer support that combines all the benefits of a global organisation with the focused, dedicated approach of a personal, localised service. Visit btechavmounts.com

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.

About Midwich

Midwich is a leading global distributor of both audio visual solutions and unified communications and services, bringing over 40 years of unrivalled industry expertise. Our long-standing relationships with over 500+ vendors, including blue-chip organisations, sees us proudly operating as the sole distributor for a number of brands in their respective product sets.

Midwich has over 1,000 employees around the world and continues to grow, with a large and diverse base of over 20,000 customers globally, most of who are professional AV integrators and IT resellers. Midwich is involved in the design, installation and facilitation of AV solutions for businesses small and large both locally and internationally. Visit Midwich.com.sg

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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** or visit www.btechavmounts.com