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B-Tech AV Mounts

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B-Tech AV Mounts has a brand-new look!

B-Tech AV Mounts are thrilled to begin the year with the introduction of an all-new company logo and brand style.

Maintaining a strong, recognisable identity has been pivotal in B-Tech's global growth, until now only two different B-Tech logos have been used since the company was formed in 1972. Now, the name is synonymous with pro AV mounting and is recognised as an A-tier brand by integrators and AV professionals at all levels.

Since the previous logo was introduced, every aspect of B-Tech's operations and its position in the market has evolved, and whilst recognising the enduring strength of the current brand, the new version symbolises the modern, progressive version of B-Tech AV Mounts, a forward-thinking innovator in a highly technical industry.

Attributes of the new logomark reflect the qualities that are expected of B-Tech products: strength, quality, precision, simplicity, and reliability. Products carrying this mark - either the full version or just the "B" mark alone - come with all the reassurances expected of a design manufacturer with more than 50 years of experience, who are holistically dedicated to professional AV mounting.

The B logomark is formed of three components; upper and lower bowls and a vertical stem. Vertical lines placed in this stem give it an aesthetic that matches the aluminium profile of the quintessential B-Tech product range - the market leading "System X".

This is complimented by a three-colour palette featuring B-Tech's recognisable "deep blue" colour and newly introduced accent colours of mid-blue and cyan.

Whilst the brand evolves, B-Tech's core values remain and the three-shape, three-colour design represents the three overarching pillars of these values: a commitment to designing and manufacturing the highest quality products, unrivalled technical assistance, and focused, dedicated sales support. These three colours blend harmoniously in the logo, symbolising these values working together equally and seamlessly.

As B-Tech AV Mounts continues to grow, commitment to these values remains at the highest level and the B-Tech name and brand remains one of the first names that AV professionals think about when needing mounting systems.

The new B-Tech AV Mounts logo is launched with immediate effect, for further information and to download the logo pack, please visit www.btechavmounts.com/logo

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About B-Tech AV Mounts

Established in London in 1972, B-Tech AV Mounts is an industry leader in the design and manufacture of professional AV mounting solutions, whose products are recognised worldwide for their innovation, robustness, reliability, ease of install and design aesthetics. B-Tech AV Mounts not only offers one of the most extensive but also the most versatile and adaptable mounting ranges available from any mounting solutions provider.

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 LCD and dvLED video walls and digital signage. Designed to stringent TUV and UL safety standards by B-Tech's in-house team of engineers, our products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Winners of multiple accolades including AV Awards' 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.

The B-Tech AV Mounts brand includes the following key sub-brands; System X, Mode-AL, System 2 and System V. These are specialised ranges that solve specific mounting requirements and have become installer favourite, market-leading solutions. All can be purchased as complete, readymade solutions, or ordered in component form so that users can tailor a solution exactly to their needs.

Part of the Global Mounts Group, a partnership between pro AV specialist B-Tech AV Mounts and IT Mounting specialist Neomounts, B-Tech are part of the largest mounting group with the most extensive product portfolio in the world and operate 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 150 countries worldwide.

For more information, please call **+44 (0)1327 300787**, email info@btechavmounts.com or visit www.btechavmounts.com