



B-Tech Promotion

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FOR IMMEDIATE RELEASE

B-Tech International Ltd.
Stuart Hillis – PR
T: +44 (0)1728 768118
E: stuart@beesbuzzpr.com

Looking back on a year to remember

In 2017, we celebrated our 45th year in business – and what a year it has been!

Winning the highly-prized Manufacturer of the Year accolade at the AV Awards will be a highlight that will live long in the memory and crowns a year that has seen B-Tech increase its presence around the globe. As mentioned at the time, this award is testament not only to our fantastic staff – from designers to marketing, sales and admin – but also to all our trading partners, distributors and end-user customers who have all contributed to B-Tech's ongoing success.

As we prepare for a much-deserved Christmas break, we reflect on an exceptional 12 months which has seen our teams demonstrating our mounting solutions to more potential customers than ever before.

The year has, once again, flown by. Here's our month-by-month highlights:

January - System X range nominated for the AV News Awards at ISE in the Display Innovation category

February - ISE 2017. With over 73,000 visitors to the RAI and a stunning display of what is possible with B-Tech mounting solutions, we enjoyed our best (and busiest!) ISE so far.

March - Back to the RAI in Amsterdam for the Passenger Terminal Expo, showcasing Airport and transport hub solutions supported by specialist integrator ADXBA and NEC displays. We also enjoyed a productive day at Reflex AV's technology day.

April - Visiting EET Europarts new showroom in Madrid, providing training and showcasing new products at their Tech Event. Exhibited at InfoComm China in Beijing.

May - RDSE. Some great leads and connections made from our return to Olympia for this retail-focused event. During this same period we also exhibited at the Hospitality Conference in Vietnam and in South America for the first time, at the TecnoMultimedia InfoComm Brazil show.

June - B-Tech's new range of Premium Floor Mounts, utilising our BT8380-FSB base, are launched

July - A fantastic day at Collingtree Golf Club for our annual invitational, where we are joined by fellow manufacturers, distributors and integrators. July also saw us nominated as a finalist for the AV Awards, which was announced to us whilst we were exhibiting at the Digital Signage Summit in Munich. A very busy month concluded shortly after that in Johannesburg for the MediaTech Africa exhibition.

August - Dedicated focus for Poland with the appointment of Przemyslaw Mika.

September - Launch of our ultra-slim pop-out video wall mount - the BT8312. We showed a selection of our digital signage solutions at InfoComm India, Mumbai. At the same time, we had a show team in Helsinki, Finland for the AVITA show – the largest AV show in northern Europe. The end of the month saw us crowned



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Manufacturer of the Year at the AV Awards, seeing off quality competition from Samsung, NEC, Panasonic, Crestron, Sharp and others.

October - B-Tech meet the demand for a hassle-free LED mounting solution with the launch of our universal LED mounting range. On the show front, we enjoyed fantastic events at two of our key UK distributors - Midwich Tech Expo at Mercedes-Benz World and the Sahara Showcase at Hanbury Manor. Before the end of the month we also exhibited at TVC's event - who we recently awarded a 'Champions of System X' award in recognition of the great installations they have done with System X over the past 12 months.

November - Office refurbishment sees our marketing and design departments move into extended offices suitable to meet the needs of a growing team.

December - Our show team conclude a busy and productive year as we showcase our latest innovations in Dubai for InfoComm MEA.

As we look back to go forward, it's great to have seen such good growth throughout 2017, both for ourselves and for the market in general. Most verticals, noticeably retail and corporate, are still showing an upward trend and LED seems to be the technology that has made the biggest impact in how businesses and organisations use their digital signage.

With price points (and pixel pitch!) reducing, we expect LED demand to be strong throughout 2018 and we look forward to supporting the industry further. The introduction of B-Tech's new LED range is purposely designed to meet these demands and, with all components coming from stock, we are delighted to provide fast order fulfilment. Key components are even assembled here at B-Tech to save integrators time and money. With our Manufacturer of the Year crown, we are fully aware of the expectancy put on us. As well as our precisely engineered products, we believe that it's our personal service and support that sets us apart. I'd like to send sincere thanks to everyone that supported B-Tech throughout this exceptional year and we look forward to meeting and exceeding your expectations in 2018.

Merry Christmas and healthy, happy and prosperous New Year,

Matthew Bennett,

Managing Director B-Tech AV Mounts

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Daventry, UK – 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,



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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