

Exertis Pro AV brand goes global

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Exertis, a leading route-to-market and supply chain partner for technology brands, has announced that their Exertis Pro AV brand is expanding across Europe, North America, Latin America, Australia and Asia.

The expansion serves as a reminder of Exertis' ability to provide a growing global network of manufacturer partners with a single, easy-to-access platform to a worldwide market of technology buyers. Today, Exertis took the brand name global with the launch of Exertis Pro AV, the first in a series of Exertis specialist brands that will follow over the next several years. Pro AV is the largest business unit within the global business, making it the perfect place to launch the new specialist strategy.

According to Tim Griffin, managing director of parent company DCC Technology, the global brand realignment signals the start of a new era in worldwide specialist distribution and single-source supply chain management.

The 2018 acquisition of Stampede accelerated the initiative with Stampede Europe merging with Medium under the Exertis Pro AV brand that launched the same year. The scope expanded in 2019 with the inclusion of Stampede Asia and Australia under the brand. Now, Exertis-owned Stampede in North America will be named Exertis. The Exertis brand will anchor Stampede in the United States, Canada and Latin America with Exertis Pro AV and other specialist brands to follow. Exertis Go Connect, which operates in the Benelux region, will also now align under the Exertis Pro AV brand.

Acquisitions COMM-TEC, with locations in Germany, Switzerland, Austria, Italy, Spain and Eastern Europe; and Keren in the Netherlands will fall under the Exertis Pro AV umbrella in 2021.

"This is more than a new name; all Exertis owned companies are working together to provide a global platform for our manufacturers to access a single, easy-to-manage gateway to a world of Pro AV resellers and end-user customers," says Tim Griffin. "With Exertis as its specialist distribution partner, manufacturers can benefit from the product and category expertise of our passionate team members across the world. We can scale at a rapid rate and provide financial resources and supply chain solutions expertise."

Exertis Pro AV has a dedicated sales team which delivers the highest level of advice and consultation. As well as a highly experienced technical support team, they also boast specialists in LED and emerging technologies, and a solutions team with access to a massive range of vendors, categories and products. The full suite of products covers display solutions, UC and collaboration, professional audio and control, digital signage and media solutions, as well as racks and mounts.

"We offer an unbeatable combination of an ever-expanding portfolio of products and vendors, topclass professional services on-demand, endless resource and expertise at our fingertips and the ability to provide end-to-end solutions from one source. Now, more than ever, Exertis Pro AV can serve as the go-to choice for everyone's professional AV needs," said Griffin.

Image material for press release in print resolution

[Logo Exertis Pro AV](#)

About Exertis-Group

Exertis is the leading technology distributor of consumer, business and enterprise products from pioneering technology brands, playing an integral role in supplying the world with cutting-edge tech. Over forty years Exertis has distributed the technology that transforms societies and facilitates the world's transition to digital. These days Exertis distributes everything from AV solutions to AI-powered smart-tech.

Exertis is powered by the mantra 'our people, our customers, our business' and its reach is global. A wholly owned subsidiary of parent company DCC PLC, a FTSE 100 company, it has offices in Europe, North America, Middle East and China, representing 2,400 brands. In 2020 it had a turnover of £3.913 billion. As technology evolves, so does Exertis.

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