

**Peerless-AV® Announces NMK Electronics as Distribution Partner for Middle East**

*The distributor will help Peerless-AV expand its customer base in the region through its trusted local relationships, training and support*



**Watford, UK, 29 June 2021** – AV technology pioneer Peerless-AV® today announced that it has signed NMK Electronics, a Midwich Group company, as a new distribution partner for the Middle East. NMK is a growing company with a well-established presence in the AV market, long-standing relationships with OEMs, dealers and end users and excellent local pre- and after-sales support capabilities. These qualities make NMK an ideal partner for Peerless-AV to build brand awareness and loyalty and, ultimately, increase market share in the region.

NMK has a long history in the AV industry spanning over 33 years. Today, the company is a leading distributor of professional AV products in the Middle East, with offices located in Dubai, Sharjah and Doha, and combines a portfolio of reputable brands with a dynamic team and strong financial foundation, to produce impressive results.

According to the agreement with Peerless-AV, NMK will promote, market and distribute the entire line up of Peerless-AV mounts and AV solutions, including Kiosks, Outdoor Displays and dvLED mounting systems through its strong network of channel partners.

“We see Peerless-AV as an ideal fit within our brand portfolio, complementing existing solutions spanning audio, video, lighting and communication,” said Dino Drimakis, Commercial Director, NMK Electronics. “Globally, the brand has strong brand equity and trust within its stakeholders. Justin, Middle East representative, has been extremely supportive and has built a good brand rapport locally. We plan to work closely with him to enhance the business across the region.”

“NMK have all the credentials needed to support our growth in the Middle East region and we’re excited about the new opportunities that this partnership will open for us in a wide range of markets, including education, hospitality, corporate, government, entertainment and more,” said Keith Dutch, Managing Director – EMEA, Peerless-AV.

For more information on the full range of Peerless-AV mounts and solutions visit [www.peerless-av.com](http://www.peerless-av.com). Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

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**Photo caption:**

(Left to right) Dino Drimakis, Director, Business Development, NMK Electronics, and Justin Joy, Senior Sales Manager, MEA&I, Peerless-AV

Press Contact and to request additional high res images to accompany this release

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**About Peerless-AV**

*Driving Technology Through Innovation*

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit [peerless-av.com](http://peerless-av.com).



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