

Peerless-AV® Extends Distribution Partnership with Redington to All GCC Countries

New agreement supports long-term growth strategy for the Middle East region



Watford, UK, 12 January 2021 – AV technology pioneer Peerless-AV® today announced that it has signed a distribution agreement with [Redington Gulf FZE](#), a subsidiary of Redington India and a distributor for the Middle East and African markets. Following the successful partnership with Redington in Saudi Arabia, the new agreement with Redington Gulf now extends Peerless-AV’s reach to all Gulf Cooperation Council (GCC) regions.

Redington Gulf will offer marketing and sales support on all Peerless-AV products, including wall, floor, ceiling, video wall and LED mounts, trolleys and stands, Modular Series and kiosks.

“We started working with Redington in Saudi Arabia during 2019 and this partnership has seen huge success. The Middle East is a major market for us with big projects and considerable sales potential for the future. This new agreement with Redington Gulf will help us meet increasing customer demand for our products across GCC regions,” said Keith Dutch, Managing Director – EMEA, Peerless-AV.

“As a regional player in the Middle East with in-country presence across GCC, we are well positioned to offer distribution, sales and marketing support to bring Peerless-AV products to more countries in the region. The category of display solutions is an emerging business for us and we hope to see success in other markets just like we did in Saudi Arabia with Peerless-AV” remarked Jeetendra Berry, President- IT Volume Middle East, Redington Gulf.

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com

###

Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

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

Beky Cann | Director of PR & Communications | Peerless-AV EMEA

bcann@peerless-av-eu.com | +44 (0)1923 205 658 | +44 (0)7836 620 496

About Redington Gulf

Insert

To find out more, visit: <https://redingtongroup.com/mea/>

About Peerless-AV

Driving Technology Through Innovation

For over 75 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, complete integrated kiosks, video wall mounting systems, professional trolleys and stands, and more. Whether a full-scale global deployment or 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 www.peerless-av.com.



Unit 3, Watford Interchange, Colonial Way

Watford, Herts WD24 4WP

+44 (0) 1923 200 100

info.eu@peerless-av.com | www.peerless-av.com