

Peerless-AV® Extends its Distribution Network in France by Joining Forces with FVS

The distributor's technical capability and AV channel support makes them an ideal partner to strengthen Peerless-AV's presence in the region



Watford, UK, and Paris, France, 24 March 2020 – AV technology pioneer Peerless-AV® today announced that it has signed a distribution partnership with FVS, a specialist AV solutions distributor for the French market. FVS is now offering marketing, sales and support on all Peerless-AV products, including wall, floor, ceiling, video wall and LED mounts, trolleys and stands, Modular Series, outdoor displays and kiosks. This partnership is a strategic step for Peerless-AV at a time when growth in region is escalating, especially for new DvLED mounting innovations.

For almost 40 years, FVS has been offering a huge catalogue of solutions and an extensive range of services. The group remains just as faithful today to its core task of focusing on, advising and supporting its partners in all their projects. The distributor's specialist experience and expertise in the AV market, together with an established reputation in the country, will provide the necessary resource to serve the demands of Peerless-AV's increasing customer base.

In the past five years, Peerless-AV has managed to set the benchmark in its segment, with its extensive range of award-winning AV solutions (in terms of design, reliability, availability, easy integration) and strong cooperation with all the major OEM brands.

“The long-term vision that Peerless-AV has is completely in sync with that of FVS. We are therefore absolutely thrilled that FVS will now be incorporating Peerless-AV products into its offering,” remarks Vincent Fournet, Marketing Manager at FVS. “With this in mind, faced with an AV market that is in a constant state of flux, it is important to offer not only products, but complete solutions tailored to the new demands of resellers and end customers. This distribution partnership will allow both sides to consolidate their profiles among a huge network of resellers and to offer a wide selection of attractive AV solutions,” continues Vincent Fournet.

The French market, regardless of sector (retail, hospitality, corporate, transportation, museums, education, for example), is starting to realise the enormous potential of digital signage. What’s fundamental now is being able to meet the demand, while bearing in mind the requirements in terms of installation speed and time, safety, security, ergonomic design, cost and functionality.

“Peerless-AV is delighted to enter into this new strategic partnership. It is a guarantee not only of our credibility among distributors and resellers, but also of our ability to be innovative and adapt our solutions to keep up with the latest trends. We firmly believe that this cooperation between Peerless-AV and FVS will enable us to go even further in terms of focusing on and supporting our customer-centric strategy and future business growth across the EMEA region,” says Melinda Von Horvath, Vice President Sales & Marketing – EMEA, Peerless AV.

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

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About FVS

FVS has been a value-added wholesaler for nearly 40 years, specialising in AV solutions. For all these years, our philosophy has stayed the same: to focus on our customers, offer them advice and support them in all their projects. Offering a huge catalogue of products at the best prices is obviously a given. But we go further than that. This is why FVS offers an extensive range of services to our customers, thereby providing them at any time with peace of mind, transparency and convenience. To find out more, visit: www.fvs.fr

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.



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