

Peerless-AV® and Aurora Group Partner to offer Full AV Solutions to Resellers in Denmark, Sweden and Finland

Aurora's long history, experience and continuous growth make the distributor a strong partner for Peerless-AV to help increase market share in the Danish Swedish and Finnish markets



Watford, UK, 3 February 2022 – AV technology pioneer Peerless-AV® today announced its cooperation with Aurora Group Sverige AB, a leading distributor dedicated to creating value by building brands and serving resellers in Denmark, Sweden and Finland. Aurora has dedicated pro AV sales teams based in territory with the knowledge on a complete range of solutions, to guide, support and serve customers in their unique projects, whether big public tenders or small local installations. The partnership will strengthen and complement Aurora's portfolio by offering resellers a range of professional AV mounts, outdoor displays, kiosks and dvLED mounting solutions that are high quality, safety tested, and offer ease and speed of install.

Aurora Group has over 100 years of experience within the electronics industry, obtained through a series of B2B and B2C mergers and acquisitions since 1915. The distributor offers both external A brands and own brands across a range of markets, including audio visual, white goods, computer and gaming, home and lighting, mobile and tablet. Verticals served include control rooms, public transports, hospitality, venues and stadiums, digital signage and more.

“By adding Peerless-AV to our portfolio of brands we are expanding our range of entry level to high end solutions so we can offer increased choice to resellers and better fulfill their project requirements, “ said Thomas Jansson, Business Unit Director Pro AV, Aurora Group. “Peerless-AV is a brand with over 80 years of experience in AV mounting and the manufacturer’s emerging technology expertise, especially in the field of outdoor and dvLED, is exemplary. We will support the brand in Denmark, Sweden and Finland with dedicated pro AV sales teams, customer training, events and joint marketing activities.”

Commenting on the agreement, Martin Romanowski, Regional Sales Director – EMEA, Peerless-AV, said “This cooperation demonstrates that Peerless-AV is a global AV manufacturer establishing new strategic partnerships at a local level, and making our mark in the Danish Swedish and Finnish territories with products that are award winning, compatible with all the leading OEM display brands and field proven to deliver successful installations every time.”

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](#).

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About Aurora Group Sverige AB

Aurora Group is a leading partner in the Nordics, with more than 100 years of experience within electronics and with activities in 10 different countries. The distribution is based in a central warehouse in Jönköping and a satellite warehouse in Lilla Edet in Sweden. Internal sales are handled locally while support and back office functions are located at the head office in Ballerup, Denmark. Aurora Group's business concept consists of creating value for our partners by building brands and building business. Our goal is to be the strongest partner in the Nordics, to be respected for our concepts and services, trusted for our highly skilled people and excellence in execution. Visit www.auroragroup.eu

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.



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