

Peerless-AV[®] Strengthens Position in Nordics with CBK Distribution AS

New agreement addresses growing customer demands for high quality, easy to install AV solutions for both indoor and outdoor



Watford, UK, 22 November 2021 – AV technology pioneer Peerless-AV[®] today announced a distribution partnership with CBK Distribution AS, one of the largest distributors of IT and AV equipment to dealers in Norway. From its HQ and distribution hub near Oslo, CBK will sell and distribute all Peerless-AV products and will promote through its marketing channels, training sessions, product demonstrations and events. The addition of Peerless-AV to the portfolio complements the existing display and digital signage brands and enhances CBK's position as a total solutions provider for the Norwegian market.

“The Nordic region is growing rapidly and as a company we are investing and implementing our go to market strategy with new channel partners and increased local support,” said Martin Romanowski, Regional Director of Sales – EMEA, Peerless-AV. “With CBK's technical knowledge and extensive experience in AV, digital signage and digital communication, and our 80 years

legacy as a global manufacturer, we are convinced we can take a large market share in the region going forward.”

Commenting on the agreement, Morten Rustad, Product Manager in CBK Distribution AS, said, “CBK is committed to developing the business and providing customers with increasingly valuable solutions. Our greatest strength is by far the unique relationship we have with our customers. Combined with good knowledge and a wide product range. The fact that we now have Peerless-AV on board is important since we can now offer an even better range of AV accessories, but specifically dvLED mounting solutions and kiosks for both indoor and outdoor, and IP rated outdoor displays.”

Peerless-AV’s Nordic Sales Manager, Mikael Wigart, presented to AV Integrators at CBK’s annual AV Event on 15th September. In its 80th anniversary year, Peerless-AV is cementing strategic local alliances, helping partners to offer the right products and services that customers demand today.

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 CBK Distribution AS

CBK imports and distributes AV products, network equipment, cables, components and associated equipment to Norwegian dealers. At CBK, we have always put customers' needs first. This has been the basis for our growth and development throughout the 2000s. Step by step, we have developed the business and provided our customers with increasingly valuable solutions.

For more information, visit www.cbk.no

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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