

**Peerless-AV® Signs Kerèn, Part of Exertis Group, as Trusted Partner for the Benelux Region**

*New distribution agreement will increase visibility for Peerless-AV in Benelux via attachment to key display brands, technical support and training*



**Watford, UK, 8 November 2021** – AV technology pioneer Peerless-AV® today announced that it has signed Kerèn Presentation Systems B.V., a specialist, value-add, Pro AV distributor based in Almere, The Netherlands. The agreement covers The Netherlands, Belgium and Luxembourg, growing markets where the presence of an established, highly technical and customer centric partner will help educate resellers and systems integrators on Peerless-AV products, drive new business and brand awareness.

Peerless-AV joins a host of complementary vendor brands on the Kerèn portfolio, including Philips, LG, BenQ and InfiLed. Part of the Exertis Group, Kerèn will distribute the entire Peerless-AV range of mounts and AV solutions, attaching to the various brands, with a special focus on dvLED, Kiosk and Outdoor Solutions. The distributor will provide pre- and post-sales project support to customers as well as in-depth training, marketing and channel activities.

“We work with the Exertis Group across several European countries and by adding Kerèn to our authorised distribution network we are strengthening this relationship further in line with our EMEA business growth strategy,” said Jeroen Helms, Regional Sales Director for Benelux, France and Iberia, Peerless-AV. “Kerèn has a different market approach and excels in its channel support, providing dealers with technical training, on-site assistance and access to a long-serving, renowned and respected customer care team. The new partnership will bring us increased visibility in the Benelux and we look forward to working with the team.”

“Peerless-AV is the ideal fit alongside our current brands, especially with the quality and expertise the vendor brings in dvLED mounting systems and Indoor/Outdoor Kiosks and Displays since these are exciting areas with huge market potential here in the Benelux,” said Ronald Hartsink, Sales Manager, Kerèn B.V. “Our specialist experience in the field of visual presentation equipment and first-class sales and after sales support will offer great value to Peerless-AV reseller and integrator customers.”

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](#). For more information on Kerèn Presentation Systems B.V. visit [www.keren.nl](http://www.keren.nl).

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**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 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).



Unit 3, Watford Interchange, Colonial Way  
Watford, Herts WD24 4WP  
+44 (0) 1923 200 100

[info.eu@peerless-av.com](mailto:info.eu@peerless-av.com) | [www.peerless-av.com](http://www.peerless-av.com)