

## **Peerless-AV Opens Dubai Office and Appoints Justin Joy to Grow Middle East and India Business**

**Watford, UK, 15 March 2018** – AV technology pioneer Peerless-AV<sup>®</sup> today announced the addition of Justin Joy to the Export Sales team as Senior Manager, Sales, Middle East and India. Based in Peerless-AV's new Dubai office, Justin joins from distributor Almoe Digital Solutions bringing with him extensive knowledge of Peerless-AV products and valuable AV/IT technical expertise.

For the past four years, Justin worked at Almoe Digital Solutions, a Peerless-AV partner since September 2016, and a leading distribution and solutions provider of AV and IT products in the UAE for over 20 years. In his new role, Justin's focus will be on growing Peerless-AV's presence in the region, managing strategic relationships, and driving new and existing sales opportunities.

"Justin's appointment is an important milestone in the expansion of our EMEA business," said Melinda Von Horvath, Vice President of Sales & Marketing for EMEA at Peerless-AV. "We have a reputable and experienced distribution partner in Almoe, we have a warehouse facility in Dubai offering efficient local customer support, and we now have a talented sales professional based in Dubai to further build our profile and take advantage of the considerable business leads we see emerging in the region."

Justin commented, "It's been an easy transition from distributor to manufacturer. Peerless-AV has a great team and I'm pleased to be part of a growing, forward thinking company with a diverse product portfolio that opens doors to new and exciting markets. We have already secured significant new business for indoor kiosks and anticipate strong sales for mounting solutions and outdoor displays throughout the year."

Previously to Almoe, Justin worked for a major financial services company. Born and educated in India, he holds a Bachelor's Degree in Sales & Marketing. He also speaks six different Indian languages.

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 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  
bcann@peerless-av-eu.com | 01923 205 658 | 07836 620 496

## **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, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. 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](http://www.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)