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Contact:

Brian Galante

Dimension PR

+1-570-898-2224

brian@dimensionpronline.com

Link to Image: [Botteri-Goecke at ISE](#)

Atlona Partners with EAVS Groupe to Expand Distribution Channel in France

New partnership brings Atlona closer to resellers and integrators with access to education and corporate projects

SAN JOSE, California, April 10, 2025 – Atlona, a Panduit company, has amplified its presence in France through a new strategic partnership with EAVS Groupe, a full-service AV distribution company with extensive experience serving the education and corporate verticals. EAVS Groupe's professional team of AV experts will build Atlona's visibility through its strong relationships with the French AV integration community, powered through a national team of business and technical resources.

Atlona officially joins EAVS Groupe roster of more than 40 AV brands just prior to last month's ISE show, strengthening its value proposition for resellers and integrators seeking more diverse options for collaboration, connectivity and control products. EAVS Groupe will emphasize how Atlona's flexibility across networked and matrixed AV systems allows integrators to ensure the most effective technology solution for their education and corporate projects. That capability is supported through EAVS Groupe's knowledgeable team of technical sales engineers, who add value by helping integrators specify tailored solutions for learning and meeting spaces.

"French integrators are largely universal, with a tendency to work across all vertical AV markets," said Christophe Botteri, Founder and President, EAVS Groupe. "That makes brand visibility especially important for winning new business with integrators that may be less familiar with AV technologies found in education and corporate environments. Our team of sales, marketing and engineering experts will work closely with Atlona to build that familiarity, including training initiatives that drive activity with France's AV channel."



EAVS Groupe's training and support efforts will serve as a strong asset in their efforts to expand Atlona's network of integrators in France, according to Thorsten Goecke, Business Director, EMEA for Atlona. The collaborative efforts between Atlona and EAVS Group will also produce important value-added services across technical support, training sessions, demonstrations and more.

Botteri notes that such services are essential when considering how Atlona's broad product line fits "the spirit of the integrator," with the ability to offer "a complete toolbox" that could feature AV over IP, control, and/or HDBaseT products and more in their AV designs. Integrators and resellers throughout France are encouraged to reach out to him at c.botteri@eavs-groupe.com.

"EAVS Groupe combines the agile operations of an independently owned organization with a national presence, helping to establish its reputation with the broader French AV channel," said Goecke. "Their sales relationships across the reseller community are made stronger through their reputation to offer valuable training and technical support services to integrators as needed. We look forward to their contributions as we work together to build the Atlona brand in France.

About EAVS Groupe

EAVS Groupe is a leading distributor of professional audiovisual (AV) solutions, specializing in the selection and support of cutting-edge AV technologies. Established in France, EAVS Groupe has built a strong reputation for providing comprehensive AV solutions tailored to the needs of resellers, integrators, and end-users across multiple industries, including corporate, education, retail, healthcare, and hospitality.

With a portfolio of over 40 premium AV brands, EAVS Groupe offers a wide range of products, from AV over IP and signal distribution to control systems, digital signage, and collaborative solutions. The company is recognized for its deep industry expertise, technical support, and training initiatives, ensuring that integrators and resellers receive the best tools and knowledge to successfully deploy AV projects.

EAVS Groupe's commitment to innovation, service excellence, and strong partnerships allows it to support the evolving needs of the French AV market. Through its dedicated team of sales engineers, technical specialists, and customer service professionals, the company continues to drive growth and innovation in the AV industry. More information is available at www.eavs-groupe.com.

**About Atlona**

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit's technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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