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Link to Image: [Atlona-SnapAV](#)

Atlona Appoints SnapAV as Exclusive US Distributor to the Residential AV Market

Shared strategies including a customer-first focus, expert technical support and a national footprint will enhance service to the residential dealer community

SAN JOSE, Calif., June 7, 2019 – Atlona, a Panduit company, has appointed SnapAV as its exclusive distributor for the residential AV dealer community. Effective immediately, SnapAV and its regional distribution partners will represent Atlona’s complete range of AV products throughout the United States.

The appointment represents an evolution of a long-standing Atlona and SnapAV alliance that has made certain Atlona products available in SnapAV’s inventory. Atlona has elected to expand the relationship based on SnapAV’s nationwide footprint, and the companies’ shared emphasis on customer service and technical support.

“By appointing SnapAV as our exclusive residential AV distributor, Atlona can further elevate its level of service and support to the custom integration dealer base,” said Ilya Khayn, CEO, Atlona. “SnapAV’s continued growth and presence on both a national and regional level will simplify product procurement and support for all Atlona dealers.”

Eric Harper, EVP Product Marketing at SnapAV, emphasizes that changing market conditions, along with each company’s customer-first philosophy, make this partnership particularly well-timed from a business standpoint.

“The high-end residential distribution market is moving away from being fragmented,” said Harper. “SnapAV has addressed these dynamics through strategic consolidation. It makes sense to work with Atlona as part of this strategy, as they have been a reliable partner and a company on a similar growth trajectory.”

Harper adds that while SnapAV also develops and manufactures its own branded products, the



company understands that dealers want more options from their distributors. “As an industry leader, we are always looking to broaden the horizons of what vendors and products are in our store,” he said. “Atlona’s broad family of signal extension and distribution products, as well as their recent AV over IP innovations, will provide dealers with an array of matrixed and networked systems that align with today’s most important residential AV trends.”

In addition to SnapAV’s commanding national presence, the distribution model for Atlona products will include their regional partners:

- [Allnet](#), serving upper mid-western U.S. regional dealers
- [MRI](#), serving north-eastern U.S. dealers
- [Volutone](#), serving dealers in California and Nevada, and Hawaii

SnapAV will also serve all regional dealers through its national distribution model.

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About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of more than 3,000 installation-friendly audio, video, networking, power and surveillance products for residential and commercial A/V installers. SnapAV empowers installers to run more efficient businesses by providing high-quality products at attractive prices, supported by best-in-class online ordering and award-winning customer service. Additional information about SnapAV and its product brands can be found at www.SnapAV.com.

About Atlona

Atlona, a Panduit company, is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. The company designs and engineers innovative, award-winning products for a diverse range of residential and commercial AV and IT markets. Backed by an award-winning 10-year warranty, Atlona’s products are developed to enable our customers’ ability to connect and collaborate with simplicity. 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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