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**Contact:**

Brian Galante  
Dimension PR  
207-494-8428

[brian@dimensionpronline.com](mailto:brian@dimensionpronline.com)

Link to Image: [HWPco Logo](#)

## **Atlona Names HWPco New Commercial AV Manufacturer's Representative for Southeast U.S. Region**

SAN JOSE, Calif., October 31, 2018 – Atlona continues to expand its domestic partner network with the addition of The HWP Company, ([HWPco](#))—a professional sales and marketing firm based in Atlanta, GA—as its new manufacturer's representative in the Southeastern U.S. The six-state territory covers Georgia, North Carolina, South Carolina, Mississippi, Alabama, and Tennessee.

HWPco's sales team will actively promote Atlona commercial AV products as part of its broad portfolio, with a goal toward supply complete solutions to systems integrators that can serve the AV needs of entire facilities. Trey Gunter, Principal and Director of Sales for HWPco, believes that Atlona clearly understands the need and opportunities for interoperability to best support today's increasingly networked AV ecosystem.

"Partnering with Atlona just made sense for us because our strategy has always been to work with best-in-class manufacturers and promote market-leading products in a synergistic fashion within the full array of brands we represent," said Gunter. "What made representing Atlona especially appealing is their broad, robust product portfolio. Product families such as OmniStream™ are especially compelling and valuable for integrators and end users alike, and we believe there will be strong demand in this area for years to come."

Gunter adds that as part of Atlona's growing roster of global partners, HWPco intends to support the sales and marketing process by providing technical expertise and support services, as well as regularly hosting training events. One of the company's first Atlona events took place on October 9<sup>th</sup>, 2018 at The Gwinnett Infinite Energy Center, in Duluth, GA. At the all-day event, HWPco teamed with Atlona experts to provide in-depth training, product demonstrations, and certifications focused on AV over IP, networked control, and other topics.

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“We anticipate many opportunities for training and education in partnership with Atlona, through both their initiatives and our own, including HWPCoreX live events, HWPcoreU online seminars, and HWPcoreTV on-demand videos,” added Gunter.

### **About Atlona**

Atlona is a leading global manufacturer of AV and IT distribution and connectivity solutions. In an ever-changing industry, the company has been designing and engineering innovative, award-winning products for a diverse range of residential and commercial AV and IT markets, including education, business, government, entertainment, and healthcare.

Atlona’s products and services enable system designers, integrators, consultants, and installers worldwide to simplify installation, minimize maintenance and maximize the versatility of premier automated control solutions. Backed by an industry-exclusive 10-year warranty, Atlona’s customer-driven products are designed and developed with the features, performance and reliability that leaders demand. More information about Atlona is available at <http://www.atlona.com>. Follow Atlona on Twitter at @Atlona.

### **About HWPco**

Based in Atlanta, GA, The HWP Company (HWPco) provides professional representation for manufacturers in the A/V and consumer electronics industries, including such brands as Atlona, Shure, Barco, D-Link, LG, Allen & Heath, QSC, Patton, Lowell, Listen Technologies, OneLAN, and Screen Innovations (SI). HWPco gives its manufacturer partners higher visibility throughout its six-state Southeastern U.S. sales territory, while giving its customers technical expertise, support, and training in the systems they represent. HWPco operates four groups, including: AV Systems, Pro User, Critical Systems, and CE Systems.

For more information about HWPco, visit the company’s website, and for info on their training events, see: [HWPCoreX.com](http://HWPCoreX.com).

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