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Contact:

Brian Galante
Dimension PR
+1-570-898-2224
brian@dimensionpronline.com

Link to Image: [ASIT Office](#)

Atlona Amplifies Distribution Channel in Italy with ASIT

New partnership brings Atlona closer to IT system integrators and consultants in the Italian market

SAN JOSE, California, July 25, 2024 – Atlona, a Panduit company, announces the appointment of ASIT SpA to augment distribution initiatives in Italy, effective immediately. A value-added distributor familiar with Italy’s AV trends and diverse regional business cultures, ASIT’s recent establishment of a dedicated AV and IT integration business unit makes them an ideal fit to generate visibility for Atlona’s vast product line, including its networked AV and control solutions.

ASIT, a longtime Panduit partner in Italy, shared Atlona’s interest in collaborating given their combined hunger for growth in a fast-growing Italian AV market, particularly in the education and corporate verticals. ASIT’s highly targeted brand portfolio extends its reach beyond AV projects and into the UC, networking and structured cabling businesses, exposing Atlona to a very broad customer base that includes value-added resellers, systems integrators and service providers beginning at the Layer 1 infrastructure.

ASIT is known in the IT market for providing full-solution setups that efficiently and effectively supporting both their brands and end customers. ASIT will work closely with Atlona’s in-country manager Marco Bolzonello and the broader Atlona EMEA sales team to ensure availability of Atlona’s networked and legacy AV systems and products throughout the vast Italian territory.

“ASIT’s reputation as a trusted brand builder over a simple brand collector is well-deserved given the attention they pay to their partners,” said Bolzonello. “Their extensive knowledge of the IT and UCC markets combines with Atlona’s AV expertise will bring new business opportunities to both companies that will benefit from our natural synergy. ASIT’s internal structure and widespread presence throughout the Italian territory ensures growth for Atlona’s brand recognition through first-rate technical, commercial and logistical support,” said Marco Bolzonello, Regional Sales Manager, Atlona South Europe.



Bolzonello adds that creating new alliances with other vendors in ASIT's portfolio will be key to Atlona's success with end users in Italy, and he will work with ASIT to propose "quality integrated AV and IT solutions" that involve both Atlona and Panduit.

"Atlona designs and engineers innovative, award-winning products for a broad range of commercial AV and IT markets that have been developed to enable ease of connection and collaboration for users," said Joris Ganz, Chairman & CEO of ASIT SpA. "Their vast product range across cameras and extenders, matrixed switchers, networked AV and control systems, and accompanying accessories will help us serve the AV and IT need of virtually any end user, particularly in the education and corporate markets. We look forward to partnering with Atlona to bring the technical value and ease of use of their AV products and solutions to more customers nationwide."

About ASIT

ASIT S.P.A. is a leading company in the wholesale sector of ICT equipment based in Turin, Piedmont. Founded in 1984, ASIT S.P.A. stands out for the quality of its products and services, offering innovative and cutting-edge solutions for companies' IT needs. Varying from Cabling to UCC, Networking, CCTV and AV solutions, including well-renowned brands such as Yealink, Hisense, Netgear, Maxhub, so forth, ASIT is committed to supporting the development of a more agile and faster working environment through scalable solutions suitable for companies of all sizes. Their product portfolio ranges from IP telephony to messaging, from connection and collaboration from desktop and mobile to videoconferencing and telepresence. More information on asit.it.

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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