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### Contact:

Brian Galante  
Dimension PR  
207-494-8428  
brian@dimensionpronline.com

Link to Image: [WDC Networks Lobby](#)

## Atlona Transforms Channel Partner Strategy in Brazil

Company appoints new in-country distributor and manufacturer's representative to grow Atlona's business with AV and IT customers throughout Brazil

SAN JOSE, Calif., November 10, 2020 – Atlona, a Panduit company, continues to strengthen its overall presence in the CALA region through the transformation of its channel partner network. Atlona's latest initiative focuses on the unique Brazilian market, where the company has appointed WDC Networks as its master distributor, and Groz Global Brands as its exclusive manufacturer's representative, effective immediately.

WDC Networks has been a successful distributor in Brazil for 17 years and more recently the broader CALA region. The company services the Telecom, IT, Security, Solar and Audio Visual markets. Atlona strengthens WDC Networks' value proposition as a supplier of complete AV solutions, expanding its range of collaboration, distribution and control products for commercial and residential projects.

"As one of the largest technology distributors serving the AV industry, WDC Networks represents many of the largest brands across LED panels, displays, projectors and audio systems," said Fernando Guerra, Director, AV and Automation, WDC Networks. "Atlona adds the important missing pieces we have in our AV and Automation ecosystem so that we can better serve our customers, as well as the quickly emerging AV industry taking shape throughout Brazil. We also see opportunities to bring Atlona into our growing 'as-a-service' portfolio as we help our customers transition from CAPEX to OPEX models."

Guerra emphasizes that AV is a "maturing market" in Brazil, and business trends such as AV over IP that have developed in other regions in are just beginning to surface. These are new business opportunities that Groz Global Brands looks forward to exploring in direct communication with customers. The fact that both companies are longtime Panduit representatives creates an



abundance of natural opportunities to introduce Atlona into broader IT-related projects.

“Our experience with Panduit and knowledge of the IT network infrastructure makes Atlona the natural next step for both Groz Global Brands and our broader customer base,” said Douglas Ozanan, Sales and Marketing Director, Groz Global Brands. “Our structure will ensure local representation across the large and unique Brazilian market, with dedicated resources to focus on sales, marketing, and technical support and engineering services.”

WDC Networks and Groz Global Brands’ in-country presence will also simplify how Atlona operates inside Brazil, which has a business culture that requires local inventory, a strong dealer network, and Portuguese-fluent resources to ensure success.

“These new partnerships with two of the most recognized AV companies in Brazil will strengthen our position as a complete AV and IT solutions provider throughout the country,” said Esteban Perez, Director of Business Development, Latin America. “Both companies represent a broad and diverse franchise of suppliers and professional services, and have strong expertise serving systems integrators, resellers and end users all commercial and residential AV verticals.”

### **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. 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](http://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](http://panduit.com)

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