



## FOR IMMEDIATE RELEASE

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Link to Image: [EET Building](#)

## Atlona Adds Five Countries to EET Group's European Distribution Territory

*Success in Finland, Norway and the Baltics lays groundwork for expansion into parts of western, central and eastern Europe*

SAN JOSE, California, September 26, 2024 – Atlona, a Panduit company, is spreading its partnership with commercial AV distributor EET Group throughout continental Europe, bringing Atlona closer to customers in key growth markets. Effective immediately, EET Group will absorb all product distribution responsibilities for France, Hungary, Romania and Slovakia, and provide value-added services to the resellers that provide sales and integration services in each country. EET Group will also supplement distribution services throughout Denmark to provide added support in an increasingly busy AV market.

EET Group has been Atlona's exclusive distributor in Norway and the Baltics for more than five years, with Atlona extending the relationship to Finland in 2020. The company's proven formula, anchored through strong localization, quickly led to stronger sales and brand familiarity in all three territories.

EET Group operates 26 sales in Europe, which positions the company for success in an increasingly competitive AV region, particularly in the education and corporate verticals. Its localization strategy includes establishing an "Atlona ambassador" in each country to represent the brand. The ambassador's responsibilities include ensuring resellers and integrators have the appropriate technical sales and training resources for their projects.

"In addition to ensuring local availability and quick delivery for Atlona products, we work closely with our partners to help them develop system designs with the ideal solutions for each customer's requirements," said Henrik Finnedal, Business Line Director ProAV, EET Group.

"Atlona's broad product line across connectivity, collaboration and control allows us to effectively



provide complete solutions that are reliable, easy to use, and interoperable with other key brands in our portfolio.”

Henrik Finnedal points to Atlona’s range of OmniStream AV over IP and Omega collaboration products as particularly compelling for learning and meeting spaces, noting Atlona’s strength in supporting USB-C carriage as particularly important given the European Commission’s recent push for USB-C standardization.

“EET Group has a clear presence throughout Europe strengthened through responsive in-country representatives that understand how to navigate Europe’s diverse business cultures,” said Thorsten Goecke, Business Director, EMEA for Atlona. “We recognize the value they have brought to the Atlona brand in Norway, Finland and the Baltics, through their technical expertise and impressive reseller network, and look forward to working with them across these key new territories as work together to support emerging growth opportunities.”

### **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](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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