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Atlona Expands HWPco's Manufacturer's Representative Role to Cover Residential AV Market

HWPco's immediate success representing Atlona's commercial AV business in the Southeast US region factors into decision

SAN JOSE, Calif., December 17, 2018 – Atlona announces the immediate appointment of The HWP Company, ([HWPco](#))—a professional sales and marketing firm based in Atlanta, GA—as its new manufacturer's representative for residential AV in the Southeastern U.S. The six-state territory covers Georgia, North Carolina, South Carolina, Mississippi, Alabama, and Tennessee.

HWPco joined Atlona's partner network in September, representing the company's commercial AV business. HWPco's immediate impact on Atlona's regional brand visibility, in addition to its expertise in the residential AV business, factored into Atlona's decision to expand its role. HWPco's sales team will now actively promote Atlona commercial and residential AV products as part of its broad portfolio, with a goal toward supplying complete solutions to systems integrators and custom installers that can serve the AV needs of any project.

"I'm pleased to announce HWPco's expanded role, a company that has displayed an impressive level of professionalism and proactivity since joining our partner network," said Scott Ettinger, Director of Sales, Eastern Region, Atlona. "The HWPco team came onboard and very quickly got up to speed with our commercial AV line. Based on this early success, they are clearly a natural fit to represent our full portfolio of AV products and solutions across both markets. We are confident they will once again make an immediate impact for our residential business."

Trey Gunter, Principal and Director of Sales for HWPco, adds his company's residential product line dovetails perfectly with Atlona's solutions, while will allow them to better address industry trends and pain points that custom installers face.

"Our strategy has always been to work with best-in-class manufacturers and promote market-

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leading products in a synergistic fashion within the full array of brands we represent,” said Gunter. “Atlona’s robust residential AV product portfolio, led by innovations such as OmniStream R-Type for whole-home AV distribution, Opus matrix switchers and Dolby Vision support, are especially compelling and valuable for integrators and end users alike.”

HWPco will launch a training schedule at <http://www.HWPcoreU.com> in January where visitors can register for e-blasts and the latest events. The company anticipates co-training and education initiatives with Atlona throughout 2019.

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. 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.

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