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Atlona Appoints McFadden Sales as Manufacturer's Representative for the Midwest

85-year old firm will represent Atlona's commercial and residential businesses in four states, with an emphasis on driving stronger customer engagement down to the end user

SAN JOSE, Calif., September 15, 2020 – Atlona, a Panduit company, has designated McFadden Sales as its manufacturer's representative for the Great Lakes region of Indiana, Michigan, Kentucky, and Ohio, effective immediately. Representing Atlona's commercial and residential AV product lines, McFadden will work closely with systems integrators and custom installers to supply complete AV solutions for end user projects. McFadden will also work closely with Atlona on training and education initiatives that reach integration partners and, increasingly, end users.

"McFadden Sales is an 85-year old company with a history of strong customer engagement throughout the Midwest, and a diverse portfolio of high-end AV, customer electronic, and musical instrument manufacturers," said Jamey Swigert, Director of AV Sales and Business Development, Atlona. "McFadden brings expertise in sales, marketing and customer education that will bring greater visibility and awareness to Atlona and its products, and we look forward to a long and rewarding collaborative relationship."

"There is a great deal of convergence still taking shape across the AV industry when it comes to technology, and we are increasingly discovering new ways to effectively drive customer engagement," said Andy Kerr, co-owner, McFadden Sales. "That means further entrenching ourselves into end user relationships in a way that helps both our integration partners, and the manufacturers that we represent. That includes very targeted and thorough marketing and training efforts that speak directly to a broader community of customers."

McFadden Co-Owner Andy Yost notes that while the AV industry has adapted to the technology changes that come with more IT-centric AV systems, there remains a need to familiarize users



with how to efficiently operate and scale systems that live on the IP network. Yost believes that Atlona has developed IP-based products that simplify these transitions while consistently staying ahead of the curve with research and development.

“We have worked with over AV over IP, collaboration and control companies in the past, but none approach the diversity of what Atlona has its product portfolio,” said Yost. “Add in their price point, ease of programming and reputation for quality and customer service, and it’s clearly a winning formula for our customers. We also see strong opportunities for synergy with the Panduit side of the business to supply and design complete solutions that extend deep into the networking infrastructure.”

About McFadden Sales

McFadden Sales Inc. has been the Midwest’s premier sales and marketing company for professional audio equipment and musical instrument manufacturers since 1938 serving the states of Ohio, Kentucky, Indiana, Western Pennsylvania, West Virginia, & Michigan. By proudly acting as an extension of our brands, we align the best interests of our partners to cultivate loyal and profitable relationships. We connect people to the products and relationships that enhance their lives. In today’s converging marketplace, we exemplify a curated and personal experience at all stages of our processes: Customer service, consultation, sales and marketing.

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.

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