



## FOR IMMEDIATE RELEASE

### Contact:

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

Link to Image: [Moin Group Logo](#)

## Atlona Heats Up AV Distribution in Bangladesh with Moin Group

Partnership will amplify Atlona's market visibility and brand recognition in an increasingly busy ProAV market, while also strengthening Atlona's channel partner network in APAC

SAN JOSE, Calif., May 26, 2022 – Atlona, a Panduit company, continues to build out its Asia-Pacific (APAC) channel partner network with strategic distribution agreements that raise the company's profile in countries with rapidly growing AV opportunities. This now includes the South Asia nation of Bangladesh, with Atlona appointing Moin Group as its distribution partner for commercial and residential AV markets.

Moin Group's strengths serving the corporate, government and hospitality verticals well-positions the company to strengthen Atlona's brand recognition and market visibility throughout Bangladesh, a quickly evolving AV market driven largely by the need for hybrid business and education solutions.

"The pandemic has inspired large corporate houses to invest in multimedia solutions and AV technologies that support professional online meetings and remote work environments, and we have seen more initiatives in higher education and seminar training being equipped with networked AV systems," said Imran Hossain, Head of Business, Moin Group. "Atlona offers a diverse range of AV over IP and legacy switching solutions that fit perfectly into these systems, while positioning Moin Group as a leading AV supplier in Bangladesh."

More specifically, Imran sees very strong opportunity to build Atlona's brand value with systems integrators building out video walls, meeting spaces and enterprise-level control systems. These are ideal AV environments for flagship Atlona lines such as OmniStream AV over IP systems, Omega collaboration and presentation products, and Velocity AV control solutions. He also looks forward to working with Atlona on training and education initiatives throughout Bangladesh, including seminars with decision-makers for corporate AV purchasing, and sponsored technology orientation programs in educational institutions.



“The South Asia market, including Bangladesh, is flourishing with business opportunities that require professional AV products and service providers, including experienced distributors that work closely with systems integrators and end users,” said Kurt Loh, Business Director, Atlona Asia-Pacific. “Moin Group is well connected with the public sector and corporations, with a reputation for ethical and committed business practices that have established a positive image for the company throughout the country. We look forward to collaborating with the Moin Group as we work to bolster Atlona’s visibility throughout Bangladesh.”

### **About Moin Group**

Moin Group’s commencement ensued by **Dr. Q M Moinul Ahsan**, an electrical engineer in the year 2008 with setting up **Moin & Co.** a trading house that was predominantly engaged in trading of garments accessories. Moin Group gradually ventured into the next chapter of its business diversification initiatives and proceeded to manufacturing with the acquisition of **Zeal Textiles Ltd.** Moin Group established **Dew Drops Food and Beverage** with setting up a state-of-the-art factory that is equipped to produce assorted and specialized bakery and confectionary items. In 2020, Moin Group formed an e-commerce-based company named **E-Land** and launched their own clothing brand **Lunatics**. Besides achieving the authorized Distributorship of **Atlona**, Recently **Moin & Co.** also got the Distributorship of **Hira Industries**, it is a Dubai based company with a strategic objective of distributing HVAC utility products. More information about Moin Group is available at [www.moingroup.com](http://www.moingroup.com)

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

###