



## FOR IMMEDIATE RELEASE

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## Atlona Strengthens Residential AV Channel with Pacific Coast Rep Group

Manufacturer's representatives will work Atlona custom installers serving residential markets in Arizona, southern California and the greater Las Vegas region

SAN JOSE, Calif., January 26, 2021 – Atlona, a Panduit company, will strengthen its visibility in the southeastern US residential AV market through the appointment of Pacific Coast Rep Group as its regional manufacturer's representative. Pacific Coast Rep Group will cover Arizona, southern California and Clark County, Nevada including the City of Las Vegas, serving residential dealers and installers focused on residential and light commercial projects.

Pacific Coast Rep Group differentiates itself from its regional competition by placing a greater emphasis on design services that complement its sales, marketing and technical support expertise. The company also favors a quality and quantity approach that limits the number of brands in its portfolio, which helps its team maintain a sharper focus and a more intimate level of knowledge on those they represent.

Company President Brad Crawford sees equal opportunity with residential and light commercial projects given Atlona's viability across HDBaseT and AV over IP, the latter of which accelerated in adoption within hotels, restaurants and other hospitality businesses.

"Cities such as Los Angeles, Las Vegas, Phoenix, and San Diego are global entertainment destinations with a high volume of hotels, restaurants and small-to-mid sized venues," said Crawford. "As these businesses prepare to re-open, many are seeking to transition to their AV systems to more AV over IP systems that provide more flexibility for signal distribution and system growth. We are also seeing strong demand in the residential space not only for HDBaseT-based systems for home entertainment distribution, but also home office business systems to support more professional presentation and work environments. Atlona's OmniStream AV over IP systems for light commercial AV distribution, Opus™ Series matrix switchers for residential applications,



plus Omega™ Series collaboration products and HDVS Series PTZ cameras for SoHo use fulfill all of these customer needs.”

Vice President of Sales Michael Katzman notes that each team member is on the road a minimum of three days a week. “We believe that face-to-face remains the best way to sell product, and that we provide more value to both our customers and the brands we represent by being on the road versus being stationed at a corporate office.” He adds the company favors both in-person and remote trainings to strengthen relationships with their installation partners.

“Pacific Coast Rep Group offers a unique mix of services that bring added value to their installation partners and manufacturers like Atlona,” said Jamey Swigert, Director of AV Sales and Business Development, Atlona. “Their broad range of expertise across sales, marketing and technology makes them an ideal Atlona partner for both residential and light commercial projects across a busy region with very densely populated metropolitan centers. We look forward to a strong collaborative partnership across both of these markets.”

### **About Pacific Coast Rep Group**

Pacific Coast is a full-service Rep Group that supports Dealers and Distributors within the CEDIA and Enterprise Market Space. We work with some of the top tier manufactures in the industry. We support the Dealer, Distributor, and the Manufacturer in all aspects of the sales process. Our team includes some of the finest and highly experienced personnel in our industry. Together we at Pacific Coast work as a team to help with all levels of; Marketing, Sales, Training, System Design and Tech Support. Visit [pcrepgroup.com](http://pcrepgroup.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. Backed by an award-winning 10-year warranty, 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)

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