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Atlona and Panduit: One Year In

IT and network infrastructure company's acquisition pays dividends one year in thanks to thoughtful research, trend recognition and smart execution

SAN JOSE, California, February 10, 2020 – Just over one year ago, Panduit surprised the AV industry by acquiring Atlona. The acquisition raised eyebrows on the surface: though not a complete stranger to the AV industry, Panduit's core focus was on IT, network and electrical systems for enterprise businesses. However, the strategy quickly became clear as Panduit and Atlona brought their combined value proposition to AV customers faced with IT convergence.

"Our premise for the Atlona acquisition was around IT's expanding influence in the AV space," said Tom Kelly, Vice President, Enterprise Business for Panduit. "We recognized the need to build our exposure and relevance in AV as customer interest grew."

The bet has paid off for both companies. Panduit and Atlona have flourished together in the post-acquisition period between ISE 2019 and ISE 2020. Panduit's Layer 1 infrastructure systems are now often part of the AV specification with Atlona integrators. IT and cabling contractors are actively specifying Atlona AV over IP, control and wireless BYOD systems into end user projects.

Atlona CEO Ilya Khayn states, "One year in, we are communicating with an entirely new set of customers. We are tapping into new channels, and having conversations at the initial point of construction or renovation. It's opened up an entirely new era of opportunity for Atlona."

We invite you to read our full article detailing the post-acquisition journey for both companies, including why the companies fit so well together from a technology and AV/IT solutions perspective; and how Panduit's careful approach has helped the Atlona brand thrive versus wither under the standard business acquisition approach of complete absorption. Read the full story at: <https://atlona.com/atlona-panduit-anniversary/>.



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.

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

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