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Link to Image: [Versatech Logo](#)

Atlona Appoints Versatech International as its Commercial AV Distribution Partner in the Philippines

Atlona's best-in-class AV products will enable Versatech International to design and sell powerful packages that meet growing regional demand for collaborative AV solutions

SAN JOSE, Calif., August 5, 2021 – Atlona, a Panduit company, has bolstered its Asia-Pacific (APAC) channel partner network with the appointment of Versatech International as its leading commercial AV partner in the Philippines. With its formidable network of resellers and experts, Versatech International distributes information and communications technology (ICT), including AV/IT solutions, to the Filipino enterprise market.

Versatech's experience throughout the Filipino market strongly positions Atlona for success in important market verticals including corporate, education and government. Founded in 2012, Versatech International empowers Filipino businesses with smart, connected solutions required for demanding AV applications, including video conferencing, webinars, seminars, training, and online presentations.

Atlona offers a broad range of AV over IP and circuit-based solutions that reliably fulfill these requirements and complement the prestigious global brands that Versatech represents, including Bose Professional, Christie, and HP. This strengthens Versatech's position as a complete solutions provider for commercial AV systems throughout the expansive country.

"By integrating Atlona's premium AV products with the other brands we represent, we are in a better position to tailor solutions for digital transformation and seamless business processes," said Stephen Yu, President of Versatech International, in Pasig City, Philippines. Yu adds that Atlona will add exceptional value to the distance learning, remote work and video-driven meeting space projects that are in high demand throughout the Philippines.



Versatech further supports its partners' goals throughout the marketing process by providing front-end supply chain management (SCM), strategic marketing management, and reseller channels, among other core services. It adapts global strategies to local conditions to rapidly satisfy consumer demand for collaborative, AV and IT solutions across the Philippines.

"To strengthen Atlona's brand visibility in the Filipino market, Versatech will provide Atlona with an extensive array of services to support the entire sales process, starting with lead endorsement, project design, demos, and proof of concept, among other pre-sales services," said Yu.

Fred Cubacob, Versatech International's AV Business Unit Manager says that hybrid solutions and general ease are essential needs for end customers today. "Atlona provides solutions for basic wired and wireless video presentation from small huddle spaces to large boardrooms, and specializes in multi-display applications for classrooms and auditoriums," Cubacob said. "It used to be that these technologies were simply nice to have. Today's demand for online meetings, trainings, and webinars now make these features and technologies a must-have."

Kurt Loh, Business Director for Atlona Asia-Pacific, says that Atlona will work closely with Versatech on collaborative initiatives, such as interactive training webinars for resellers and system integrators. "Versatech International has made a name for itself in the AV and ICT space for its effective product sales, distribution, value creation, and trustworthiness," said Loh. "Their dedication, knowledge, and skillset are an asset to our efforts as we increase brand awareness and sales across the Philippines."

About Versatech International

Versatech International is a leading information and communications technology (ICT) solutions provider in the Philippines. It was founded in 2012 by Lamco International Trading as part of a strategic initiative to enhance distribution value for its stakeholders. Specializing in commercial AV and IT product sales and distribution for major global brands, Versatech has built its business on expertise, dependability, and an understanding of the Filipino enterprise market. Leveraging its strong reseller channels, Versatech supports its AV manufacturing partners' marketing goals throughout the sales process, from leads generation and project design through installation and training. Please visit <https://versatech.com.ph/about/> for more information.



About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. 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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