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Tripp Lite Expands UK Distribution with Exertis Pro AV Partnership

Effective April 2021, Tripp Lite, a manufacturer of power and connectivity solutions, has agreed to a partnership with Exertis Pro AV for distribution of their AV connectivity portfolio in the UK.

Exertis is the leading technology distributor of consumer, business and enterprise products from pioneering technology brands, playing an integral role in supplying the world with cutting-edge tech. Over forty years Exertis has distributed the technology that transforms societies and facilitates the world's transition to digital.

“Exertis has been a key distribution partner of Tripp Lite’s for over 10 years, where we have focused almost exclusively on our infrastructure and datacenter solutions. Expanding our portfolio into Exertis Pro AV is very exciting for us as we expand our product focus into the AV space.” Said Andrzej 'Kap' Kasprzyk, Director of Connectivity (Europe). “Alongside our huge lineup of infrastructure solutions we have a rapidly expanding portfolio of over 1000 display and AV products, allowing our partners to build solutions using Tripp Lite from the source to the glass. I strongly believe that our broad product line-up, high-quality and competitive pricing will allow us to build a strong business with Exertis Pro AV and their reseller partners over the coming years.”

“We are delighted to partner with Tripp Lite in the UK. We’ve experienced Tripp Lite’s impressive product quality, competitiveness and dedication to customers in other areas of the Exertis Group” said Ian Aitken, Director at Exertis Pro AV. “Tripp Lite’s extensive range of Pro AV products ensure our customers have access to quality end to end solutions and their broad product portfolio takes Exertis closer to being the “one stop shop” our customers need.”

“Tripp Lite’s expansive online trainings and intuitive website help customers easily find products that fit their needs. We will be looking to leverage those tools on our new Exertis AV hub, to enable our customers to find the right products and solutions quickly and efficiently.” Added Aitken

For further details on Tripp Lite and Exertis please visit our website or email internationalsales@tripplite.com.

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About Tripp Lite

Since 1922, Tripp Lite has established a global reputation for quality by providing reliable products and exceptional service to customers worldwide. From desktop to critical infrastructure, Tripp Lite products and solutions power and connect the computers, networking equipment and electronic devices that form the foundation of our digital world. Headquartered in Chicago, Tripp Lite manufactures UPS systems, cables, connectivity solutions, PDUs, racks, cooling solutions, KVM switches, console servers, charging stations, display mounts, surge protectors, power strips, network switches, power inverters and specialty products for data centre, healthcare, government, education and digital signage applications. Learn more at tripplite.com

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