

Advantech Adds TD Maverick

Written by Bob Snyder
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Birds of a feather flock together so it's no wonder that Advantech (one of the digital signage hardware companies with its background in IT) adds TD Maverick to its European sales network (the ProAV specialist business unit of IT broadliner, Tech Data Europe).

TDMaverick celebrated 20 years in business this year *[Photo of Sid Stanley, Channel Manager EMEA for Barco, presenting a birthday cake to Maverick's European Director, Jon Sidwick at ISE 2013]* and, a timeline that took it from a fledgling distributor with 6 employees, to its claim as "the largest audiovisual specialist in Europe" selling across 14 European countries (and with successful divisions of its own: Hotlamps and Vision).

The Advantech Sales Director Intelligent Services, Fabrizio del Maffeo, says: "We have chosen to partner with TD Maverick due to its reputation and coverage in Europe, and its unique background which creates an added value in both IT and AV industries. Now we see more and more integration of IT and AV solutions, with TD Maverick's extensive resources in the field, we can both focus on our expertise and provide timely and comprehensive services to existing and potential customers..."

Evy Remory, TD Maverick Business Development Manager comments "As the digital signage market is growing fast, we are looking for an A brand vendor with proven record to add to our

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existing product portfolio. With the Advantech Partnership we are able to offer total signage solutions adapted to the needs of the customers in this market.”

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