

## Edbak Appoints New Commercial Director

Written by Dylan Card  
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Edbak welcomes back Michal Strzelec in his new role of Commercial Director.



As the market for AV projection, displays, and digital signage morphs to follow market shifts, Edbak continues to launch new and innovative mounting products. In August, Michal Strzelec re-joined Edbak to lead the company's domestic and international sales growth as Commercial Director.

Strzelec spent more than 11 years in commercial positions in the AV industry, including the eight years he worked in Edbak. Most recently he has worked for the last three years in LG Electronics. Edbak expects his knowledge of the market, customers and vendors will contribute to the overall development of the commercial business at Edbak.

“The Edbak company has a great potential in terms of human capital and technological facilities. It is also a stable and trustworthy business partner, which is the basis for building long-term relationships,” says Strzelec.

“There are many changes in the way the sales channel functions and organizes, as well as updating the product offer. Our goals are to increase the recognition of the Edbak brand and to

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expand the sales network on the Polish and international markets. I am glad that I can be a part of these changes and contribute to the further success of a Polish family business in the international arena.”

As a producer of mounting systems for LED / LCD screens and projectors, Edbak is a leader in the Polish market as well as a well-known brand on the European market. They sell video conference carts, stands, multi-monitor video walls, wall and desk mounts, projector mounts, info kiosks and solutions for the retail industry.

Based in the center of Europe in Poland, Edbak is a family company with manufacturing experience accumulated during its 29-year history. They manufacture their own products under the Edbak brand for the AV and Digital Signage industries-- as well being a contract manufacturer of metal components for industry.

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