



## **Peerless-AV® Expands Residential Market Presence with Global Solutions Partnership**

*Strategic alliance accelerates Peerless-AV's growth in the CI distribution channel;  
solutions also featured at CEDIA Expo/CIX 2025 partner booths*

**AURORA, IL – September 2, 2025** – [Peerless-AV®](#), a leader in innovative AV mounting and display solutions, today announced a significant new partnership with [Global Solutions](#), a premier sales and channel development firm dedicated to supporting the custom installation (CI) distribution channel across residential and resimmercial markets.

This alliance strengthens Global Solutions' ability to support CI distributors with innovative, high-demand AV solutions while expanding Peerless-AV's reach in the growing residential market. Together, the firms will deliver enhanced access, service, and training to the distribution channel – ultimately empowering dealers and integrators to meet the rising demand for professional-grade AV experiences.

"Global Solutions is built to support CI distribution," said Steven Scharp, President, Global Solutions. "We work hand-in-hand with distributors to make sure they have the tools, training, and access they need to deliver world-class AV solutions. Partnering with Peerless-AV allows us to bring one of the most trusted brands in the industry into that ecosystem."

As part of this agreement, Global Solutions will expand distributor access to Peerless-AV's residential mounting solutions and accessories. The partnership will accelerate Peerless-AV's ability to serve CI distributors and their dealer networks nationwide.

“Global Solutions’ focus on CI distribution and their proven expertise in program management and channel training make them an invaluable partner,” said Earl Naegele, Head of CI, Retail & eCommerce, Peerless-AV. “This partnership represents a major step forward for Peerless-AV as we expand our presence in the residential market and better serve distributors and their integrator networks with high-quality, reliable solutions.”

This exciting announcement comes just ahead of CEDIA Expo/CIX 2025, where Peerless-AV mounting solutions will be featured at valued partner booths including: [Powerhouse Alliance: Booth #1507](#), [Soundvision Technologies: Booth #3216](#), [Sony: Booth #2502](#), and [AWALL: Booth #1733](#).

### **About Global Solutions**

Global Solutions is a trusted partner to Custom Install (CI) manufacturers, bringing expertise and innovation to distribution management. The company specializes in developing and optimizing distribution programs, driving growth, and strengthening partnerships across the channel. With services including training, consulting, and branch merchandising support, Global Solutions ensures products gain visibility, distributors are empowered, and sales teams are confident. Whether supporting established brands or entering new markets, the company delivers meaningful results with a hands-on approach. For more information, visit [www.gs-av.com](http://www.gs-av.com).

Connect with Global Solutions via social media on [LinkedIn](#), [Instagram](#), and [Facebook](#).

### **About Peerless-AV®**

#### ***Driving Technology Through Innovation***

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, completely integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit [peerless-AV.com](http://peerless-AV.com).

Connect with Peerless-AV via social media on [LinkedIn](#), [Instagram](#), [Facebook](#), [Twitter](#), [YouTube](#), and [Vimeo](#).

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