

EMBARGO – DO NOT PUBLISH UNTIL WED 15th APRIL at 9:00AM

Peerless-AV & Northamber Group Plc announce strategic UK distribution agreement



peerless-AV®

NORTHAMBER

St Albans, UK, 15th April 2026 – AV technology pioneer Peerless-AV®, this year celebrating its 85th anniversary, have signed a distribution agreement with Northamber Group (Plc) to bring their product solutions to AV resellers across the UK.

“As a distributor with a traditional focus on customer experience and excellence through dedication & expertise, this partnership with Northamber aligns well with our values and principles”, said Keith Dutch, Managing Director EMEA, Peerless-AV. “This agreement is about more than expanding distribution—it’s about developing the level of technical expertise across the entire UK market. By working with a partner that prioritises detailed knowledge and a complete solution approach, we can ensure our technologies are deployed efficiently, reliably, and at scale.”

With comprehensive coverage to over 5,000 resellers, with dedicated account managers, this agreement creates several exciting new opportunities in multiple verticals across the

Northamber Group within the UK. This represents an important step in strengthening Peerless-AV's strategy and reinforces our commitment to delivering high-quality solutions to every customer through the channel.

"The opportunity to add a brand like Peerless-AV, with a strong reputation and award-winning products, to our existing portfolio is one that we are excited about", comments Matthew Light, AV Director of the Northamber Group. "We're eager to begin work with Peerless-AV, and the team are enthusiastic to learn more about the market leading features of the range and how these products can elevate and enhance our every project."

Under the terms of the agreement, Northamber Group (PLC) will serve as an authorised UK distributor, leveraging its established network and local expertise to bring Peerless-AV's offerings to a broader customer base. The collaboration is expected to enhance customer access and strengthen both companies' positions in the market.

###

Press Contact and to request additional high-res images to accompany this release

Paul Dawes | Director of Marketing | Peerless-AV EMEA

PR@peerless-av.eu.com | +44 (0)1923 205 650



Unit 2, Curo Park
St Albans, Herts AL2 2DD
+44 (0) 1923 200 100
www.peerless-av.com

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, complete 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.

About Northamber

Northamber is the UK's longest-established technology distributor, with a proud heritage of supporting the channel and evolving alongside the technology landscape. Today, Northamber AV is a dedicated division focused on delivering innovative audio visual solutions to resellers and integrators. Building on decades of distribution expertise, Northamber AV works with leading manufacturers to bring best-in-class AV technologies to market — from collaboration and display solutions to smart workplace and digital signage. With a strong partner-first approach, Northamber AV combines deep industry knowledge, technical support and commercial insight to help resellers grow their AV business, win new opportunities and deliver complete, future-ready solutions to their customers.