



## *SpinetiX and Techni+Contact announce a New Distribution Partnership in Canada*

**Hergiswil, Switzerland - 28 May 2018 - To sustain its expansion in North America, SpinetiX has decided to reinforce its presence in Canada with the appointment of Techni+Contact as SpinetiX Distribution Partner (SDP).**

SpinetiX, the leader in digital signage solutions, and Techni+Contact, leading distributor of audio/video equipment and accessories for the integration & custom installation market, today announced their Distribution Partnership in Canada.

SpinetiX, a Swiss company headquartered in Hergiswil has implemented an ambitious growth strategy in North America for its digital signage business. By appointing Techni+Contact as SpinetiX Distribution Partner, SpinetiX is reinforcing its presence in Canada, a technologically advanced market which is ready to benefit from the complete SpinetiX digital signage solution and its latest innovation.

Techni+Contact as new distributor will make available more than 38 years of experience as well as an established footprint to address the needs and expectations of dealers from Eastern to Western Canada. SpinetiX has always been committed to selling through an established channel ecosystem of distributors and dealers. The Channel Partner Program consists of four levels tailored to reward participating partners for their commitment, expertise and performance. By joining SpinetiX Channel Partner Program, existing and new partners will enjoy increasing benefits commensurate with their commitment and proven performance, such as incremental program support and marketing resources.

As a distribution partner for Canada, Techni+Contact will focus on delivering more digital signage business opportunities, additional business coaching and support, and great overall value to SpinetiX dealers.

Thanks to a focus on a leading range of products, Techni+Contact ensures high competence and experience to offer resellers and their customers the latest and most interesting products and solutions in the A/V industry. "Techni+Contact has been looking for digital signage solutions that could complement our current limited and

carefully chosen line card for a long time." says Julie Legault, CEO of Techni+Contact, adding: "We are very pleased to introduce SpinetiX solutions to our resellers, and look forward to a long and productive cooperation with SpinetiX".

"Our goal is to continuously improve the digital signage experience of our customers in every aspect," said Francesco Ziliani, CEO of SpinetiX. "Following the success of our Channel Partner Program rollout in the EMEA region and North America, we are committed to reinforce our commercial presence in Canada. By appointing Techni+Contact as a distributor partner for Canada, we establish a next step in our growth plan in the region. We can now bring the SpinetiX complete digital signage solution to all dealers the same way either located in French-speaking or English-speaking part of this large country," he added.

### **About SpinetiX**

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 10 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses realize their full potential. Whether you're looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

### **About Techni+Contact**

Since 1979, Techni+Contact Canada Ltd has been distributing audio/video equipment and accessories for the integration & custom installation market, while also serving retailers in consumer electronics. We distribute a wide range of in-house and sub-distributed product lines to be a one stop shop for all A/V needs. We pride ourselves on offering excellent customer service, which is timely, reliable and personalized.

### **Media Contacts**

<b>SpinetiX</b>	<b>Nicolas Meyer</b> nicolas.meyer@spinetix.com
<b>Techni+Contact</b>	<b>Julie Legault</b> juliel@technicontact.com