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TV mount and support vendor Vogel's announces the acquisition of Dutch developer of smart audio and video applications Marmitek. The financial details of the deal are not available as yet.

According to Vogel's, the acquisition positions it more explicitly as a specialist in product-based solutions aimed at both home and professional markets. It should also strengthen the respective market position of both companies.

Post-acquisition Marmitek will remain an independent company, even if the two companies will benefit from each other's strengths-- Vogels's will make use of Marmitek knowledge in home entertainment, while Marmitek will take advantage of the Vogel's distribution network.

"I am very pleased with this acquisition. It is an expansion that neatly complements our current activities," Vogel's CEO Gerdi Vogels says. "Through this combination, both brands can increase their position in the market and strengthen their distribution. In addition, we are looking forward to using Marmitek's product development knowledge and expertise for future developments. With this acquisition, Vogel's is spreading its wings even further. It will offer us new opportunities in our sector.”

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