

## Sidev Adds Peerless-AV for France

Written by Marco Attard  
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At ISE, Peerless-AV and Sidev announce a new partnership in France to supply a full range of Peerless-AV products.

Sidev has been a major player in their domestic market for more than 20 years and is now part of the highly successful **Midwich Group**. This new relationship is a further step forward for both parties in the growing French AV market.

Raphael Payre, Divisional Manager for Sidev [*shown in photo on left*] comments “We are very excited to announce the launch of Peerless-AV in France, as we are familiar with the quality of their products and have witnessed the incredible success they have had with Midwich and other partners in the UK & Europe.”

Gordon Dutch, Managing Director of Peerless-AV Europe [*shown in photo on right*] confirms “The launch of Peerless-AV products in France via Sidev is another major step forward for us and our brand. Sidev are a well-established and well-respected business and we look forward to replicating our achievements in the UK and rest of Europe now in the French AV market.”

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