

Press Release

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OneAV.asia is online

New Innovative B2B Webshop Concept for AV Connectivity Products extended by special Shop for the APAC Region

Only just in August 2017, German based Purelink GmbH strengthened the strategic advancement of the markets in the APAC economic area.

Together with Alex Schloesser as Business Developer, PureLink brands and distributions were launched in the markets in Oceania, Australia and Asia with great success. Having worked in Asia since many years, Alex is very familiar with the profile and specific needs of these regional markets.

Since the beginning of November, the OneAV.asia concept, which focuses on these markets, has been online.

For companies specialised in A/V connectivity, the OneAV.asia B2B Webshop provides a new and innovative internet purchase platform. Distributors, retailers and installers can select from more than 2.000 professional products from leading brands.

PureLink brands and renowned distribution products provide a complete professional product portfolio ranging from premium-quality standard products to individually manufactured configurations and brands.

What makes this new concept unique is the combination of product diversity, service and know-how provided by its European cooperation partners. PureLink and companies from the UK, France and the Netherlands make the OneAV competence team.

The consistent further development of the high-quality product portfolio through innovations from the respective competence areas of the partner companies is as efficient as it is effective. Beyond the online shop, the cooperation partners provide comprehensive services for local customers.

From his office in Singapore, Alex Schloesser supports professionals in their choice of products, offers product trainings to companies, gives advice on special product requirements, as well as realisation of customer projects.



OneAV.Asia: B2B Webshop with international
Top AV Brands for APAC markets



Alex Schloesser, Business
Development APAC

Company Information

PureLink GmbH develops, produces and markets products for professional presentation and media technology.

Since 2006 PureLink has been one of the international branch leaders for digital connectivity solutions, e.g. HDMI cables and adapters, wireless HD, or optical glass fiber products.

As manufacturer and distributor, PureLink is partner of wholesalers, mail order companies, industry, electronics stores, and installers. The product portfolio comprises consumer equipment, as well as individual customer solutions. Professional products from leading international manufacturers complete the wide range of own-brand products.

At present, PureLink has 25 employees who take care of customers' demands worldwide. The company's distribution and logistics centre is located at Rheine, Germany.

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