



## **ADI Expands Operations into Germany, Offering Full Range of Security, AV and Low Voltage Products**

*Strategic distribution expansion set to bring advanced technologies from leading brands, dedicated services, and local support and expertise.*

*ADI invites security and fire protection professionals to meet local team at Security Essen international trade fair.*

Oldham, U.K., Sept. 11, 2024 – ADI Global Distribution, a leading wholesale distributor of security, AV and low-voltage products, announced it has expanded its operations into Germany. This expansion marks a significant milestone in the company's growth strategy and underscores its commitment to delivering innovative and reliable security, AV and low voltage products.

“ADI's entry into Germany represents a pivotal moment for our company, and we are excited to bring our extensive product portfolio to this market,” said Hemant Trivedi, Vice President & General Manager, International, ADI. “Our goal is to support German customers with the products, support, and services they need to build complete, integrated solutions. We're committed to fostering strong customer and supplier relationships to drive shared success and continue expanding our presence across the country.”

With a new country headquarters office located in Düsseldorf, Germany, ADI has staffed a full team across a variety of functions to support German customers including dedicated field sales, inside sales support, technical field and desk-based support, marketing, digital experience, finance and more.

ADI's comprehensive portfolio includes products from more than 45 leading brands across video surveillance, intrusion and smart home, access control and communications, fire, data communications and audio visual. In addition to a diverse range of products, ADI offers numerous value-added services including pre- and post- sales support, local expertise, training, online ordering, and more.

To commemorate its entrance into Germany, ADI will exhibit at the upcoming [Security Essen](#) international trade fair from 17-20 September. Attendees are invited to stop by Hall 5, stand 5B33 to meet the local ADI team, learn more about ADI's extensive product and services offering, and see how ADI can help to grow their business.

ADI Germany will be led by Frank Lehrich, Country Sales Leader, who is focused on ensuring the company's offerings are tailored to meet the evolving needs of the German market.

To learn more or to sign up to become a customer, visit the [ADI Germany site](#).

## **About ADI**

ADI Global Distribution, a [Resideo](#) company, is a leading distributor of security, AV and low-voltage products serving more than 100,000 customers across North America, Europe, Middle East, and Africa. Leading pros rely on ADI for our wide selection of top brands, immediate product availability, knowledgeable sales staff and our product, design and programming support. Customers can shop ADI through our Digital Branch, mobile app and in more than 200 stocking locations. For more information about ADI, visit [adiglobal.com](http://adiglobal.com).

In 2024, [Snap One](#) became part of ADI to expand our smart technology portfolio and broaden our distribution capabilities. Snap One is a leading smart-living products, services, and software provider and distributes a portfolio led by proprietary products, including the innovative Control4 technology platform.

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