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Bexel launches new partnership with TSL

North America distribution deal announced at NAB show

Bexel has announced it has signed a US and Canada distribution agreement with UK broadcast integrator and manufacturer TSL Professional Products Group at the NAB show.

“The move into the US market is one that requires careful planning and we have been searching for a partner who had good sales coverage, local offices and the ability to provide a high level of service and support to the customer base,” said Chris Exelby, director, TSL Professional Products Group. “Bexel is perfectly aligned with an ambition to succeed that matches ours at TSL and we are excited to be entering into this partnership with one of the key players in the US”