



German-based PureLink GmbH partners with Alphatec to bring its High-Quality AV solutions to the Indian market

Serves customers in more than 85 countries, with a diverse product range encompassing 3000 SKUs of Pro AV products

National, 08th August 2023: German-based [PureLink GmbH](#) a leading manufacturer in the professional presentation and media technology industry, is delighted to announce its strategic partnership with Alphatec in India. By extending its operations to India, PureLink aims to offer cutting-edge AV solutions to the dynamic Indian market, catering to the increasing demand for versatile connectivity options in modern workspaces and hybrid working environments.

Founded in 2006, PureLink GmbH with its headquarters, distribution, and logistics center located in Rheine, Germany, develops, manufactures, and markets a wide range of AV solutions. Today, PureLink's portfolio includes cutting-edge solutions for video conferencing, modern workspace connectivity, and USB-C technology. PureLink currently serves customers in more than 85 countries, with a diverse product range encompassing 3000 SKUs of ProAV products, including the PureInstall series for ProAV and IT connectivity, FiberX for active optical cables, PureTools for ProAV signal management, Vuelogic for workspace and video collaboration, and Mediahub for workspace connectivity.

Talking about the launch, **Ronni Guggenheim, Chief Growth Officer, PureLink GmbH**, expressed great enthusiasm about the expansion, stating, "Our entry into the Indian market is a testament to our unwavering commitment to innovation and customer satisfaction. India is a key market because of its vibrant and growing market for seamless AV solutions across various sectors. We are thrilled to offer our cutting-edge professional presentation and media technology to Indian customers. With our strategic partnership with Alphatec, we are confident that our presence in India will succeed and will ensure Indian customers can access our AV technology without compromising on quality and performance."

Devasis Barkataki, Founder and MD of Alphatec, said, "We are excited to partner with PureLink GmbH, a leading provider of AV solutions. Through this strategic partnership, our shared mission is to empower the Indian AV market with state-of-the-art technologies. We are confident that we will swiftly capture the hearts of our target audience with PureLink products that are the benchmark for quality, functionality, and performance."

Since its inception 17 years ago, PureLink GmbH has gained global recognition for its technical brilliance, high-quality materials, and seamless performance over the period of time. From its inception with PureLink cables to becoming a one-stop-shop for complete AV solutions, including cutting-edge video conferencing and workspace connectivity, PureLink's motto "Install. Connect. Perform." defines its unwavering commitment to excellence.

The company serves the increasing global demand for versatile connectivity options, specifically tailored to Hybrid Working and modern workspaces. With a strong commitment to seamless integration and exceptional AV performance, PureLink continues to satisfy the evolving market needs.

**About Alphatec:**

Alphatec is a leading distribution house for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world. Headquartered in Mumbai, Alphatec is associated with over 30 global AV brands, Alphatec is currently managing products that are committed to reproduce the most truthful sound and visuals; and bringing integrated AV solutions to clients and their spaces. It currently has presence across 14 regions, 500 cities and towns with 1100+ dealers and system integrators, and 20 authorized service centers. In addition to its expansive physical presence, the company is also present across all major e-commerce platforms like Amazon, Flipkart and Bajaa.

Website: <https://www.alphatec.co.in/>

About PureLink:

PureLink GmbH is a leading player in the professional presentation and media technology sector, renowned for its range of AV solutions. Headquartered in Rheine, Germany, the company has gained global recognition for its technical brilliance, high-quality materials, and seamless performance. With a diverse product lineup, PureLink GmbH caters to the needs of AV installers and customers worldwide. From its inception with PureLink cables to becoming a one-stop-shop for complete AV solutions, including cutting-edge video conferencing and workspace connectivity, PureLink's motto "Install. Connect. Perform." defines its unwavering commitment to excellence.

Website: <https://www.purelink.de/>

