

# ALLTRADE TAKES THE WIN!

Between January 2024 and July 2025, Alltrade has continued to expand its portfolio with carefully chosen brands that strengthen the professional installer's toolkit. Key new additions include 2N, AVF, Lithe Audio, Ruijie, Speaker Snap and V247. Each brand was selected to deliver performance, reliability and crucial margin protection against consumer-direct channels.



At the same time, Alltrade has increased stock and technical support for high-growth smart home and networking solutions from Blustream, Ubiquiti and TP-Link Omada, giving installers greater access to proven, in-demand technologies.

## SUPPORT

Alltrade operates a nationwide network of 10 trade counters, each offering local van delivery and its own regional stockholding. This decentralised model ensures that installers can source products quickly and reliably, wherever their projects are based.

The in-house technical support team provides free design assistance for AV and networking projects, including system specification, network planning and fault diagnosis. Alltrade has also placed a strong emphasis on proactive communication, ensuring customers are consistently informed about new product launches, upcoming training sessions and delivery schedules. This focus helps installers plan projects with confidence and grow their businesses.

## TRAINING AND ENGAGEMENT

Alltrade continues to invest heavily in education and industry engagement.

The flagship Southern Trade Show celebrated its 12th year with record attendance, dozens of



The Alltrade team celebrate the win!

manufacturers and live training sessions across AV, networking and smart home categories.

In March 2025, Alltrade launched their first-ever Northern Trade Show at the Concorde Exhibition Centre in Manchester, drawing over 230 installers.

Both events provide a national platform for product training, technical knowledge sharing and industry networking, ensuring that installers leave with practical insights and stronger supplier relationships.

## A DISTRIBUTOR BUILT FOR THE TRADE

Alltrade is a trade-only distributor, focused entirely on supporting professional installers. The company does not sell to the general public and it never competes with its own customers. This allows the company to stay 100% committed to the trade, investing in people, stock and infrastructure rather than consumer marketing.

While some competitors have centralised operations or reduced service levels, Alltrade has doubled down on branch-led support with

national scale. Whether an installer visits their Magherafelt, Glasgow or Brighton & Hove branch, visitors receive the same high level of product knowledge, stock availability and personal care.

They have also embraced data and automation to deliver more relevant, proactive service. From fast delivery to timely updates, every element of their operation is designed to make the installer's job easier.

## WELL DESERVED DISTRIBUTOR OF THE YEAR

Over the last 18 months Alltrade has evolved with the market, leading with service, accessibility and genuine partnership. By expanding the brand portfolio, enhancing stock availability and maintaining a UK-wide local delivery infrastructure, the team ensures installers can access what they need, when and where they need it.

The trade shows, training programmes and technical support prove Alltrade's dedication to helping customers grow. Alltrade is not standing still – it is shaping the next stage of the smart home and networking industry.

