

Stockholm, June 2025 – Kramer, the leading audiovisual experience company, has announced its distribution partnership in **Sweden** with **Netsmart AB**, a leading value-added distributor of AV/IT multimedia technology.

From innovative wireless presentation and collaboration, revolutionary room control built in the cloud, to web-based AV network management, Kramer is setting a new standard for AV/IT convergence in an open ecosystem. The company is committed to providing the best products, solutions, and services, and remaining the go-to choice for the enterprise, education, and government markets.

With this new partnership, **Netsmart AB** will market, distribute, and support Kramer's entire portfolio while delivering the most intuitive audio-visual experiences through its wide network of resellers, integrators, consultants, and installers across **Sweden**. Customers will now have access to a dedicated team, offering end-to-end audio-visual technologies with reliable support that drives their businesses forward.

The partnership falls under Kramer's new ENGAGE Partner Program, designed to enable its Network (of partners) to Grow, Accelerate, Gain, and Excel. The scheme engages distributors, system integrators, and resellers to boost growth and profit via Kramer product portfolio adoption, training, certification, and marketing efforts.

Magnus Hultquist, Managing Director for Kramer Nordic, explained: "Today marks a special day in the evolution of Kramer with the appointment of **Netsmart AB**. As the distributor of choice for AV and UCC Solutions, **Netsmart AB** is the perfect partner for Kramer to expand our reach, accelerate growth, and deliver best-in-class support to channel partners in line with our strategy. I'm excited about the opportunity in front of us and look forward to our mutual success."

Henrik Rentsch, CEO at Netsmart AB, is proud to add Kramer to the expanding **Netsmart AB** portfolio. "This new partnership with Kramer is a great addition to our portfolio and allows us to offer our customers the full and renowned Kramer assortment," he said. "We see this as a great added value and this new collaboration holds great potential for a successful and long-lasting partnership with Kramer."

About Kramer

Kramer Audio-Visual experiences power creativity, collaboration, and engagement. From AVSM to advanced cloud-based communication, collaboration, and control solutions, Kramer creates audio-visual experiences that are more engaging, more inclusive, and more connected than ever before.

With the regional EMEA headquarters in Amsterdam – The Netherlands, and locations around the world, Kramer’s audio-visual experts are designing the future of engagement technology.

Physical and digital boundaries have blurred. But no matter how hybrid our world becomes, our desire for real, human connection will never cease. Kramer’s intuitive, seamless technology breaks down walls, bridges gaps, and makes people feel closer together even when they’re far apart.

About Netsmart AB

Netsmart AB is a Swedish distributor of interactive products and meeting solutions for schools, businesses, and organizations. Netsmart AB has established a nationwide network of carefully selected resellers to ensure that you, as a customer, receive professional service at every stage – from product selection and training to installation and technical support.

Netsmart AB delivers interactive products and meeting solutions that inspire collaboration and communication, improve goal achievement, make meetings and teaching more efficient, and increase the utilization of existing resources.