

AURA announces new partnership with MAST Digital (UK)

2 years ago



AURA is thrilled to announce its partnership with **MAST Digital (UK)**, leading trade distributors in the fields of CCTV and Security, AV and Networking, and Aerial and Satellite.

MAST Digital was established in 1989 and have become one of the industry's most respected tier one distributors. Their family run business ethos means they understand the importance of trust, reliability, and genuine relationships, and embody these values in all the work they undertake.

Commenting on this new partnership, Alex Booth, Managing Director of AURA UK says, "We're delighted to be partnering with MAST Digital to bring our rapid response solution to their customer base. We share their values and believe the partnership will flourish due to the deep cultural alignment between the two organisations. More than just a distributor, MAST Digital are well known for their excellent technology, onsite support, and consistent project delivery, and we are thrilled to be working together.

"We are looking forward to working closely with the MAST Digital team, and as an AURA partner, we know we can trust in them to provide our clients with the high quality care and attention they expect from the AURA brand."

Stuart Smedley, Managing Director, MAST Digital, comments, "The newly formed partnership allows MAST Digital to align our customers with the best on-site response company in the UK. Both companies share a focus on providing high levels of service, so it was an obvious choice to partner with AURA."

Stuart continues, "The services which AURA provides open up a host of opportunities for our customers to further develop and grow their business, while also enhancing efficiency. This is something which MAST Digital firmly supports with all our brand partners as a solution focused distributor."