

## ApexPro Partners with HH Electronics



ApexPro, a distributor of professional audiovisual equipment for the sub-Saharan African region, has recently cemented a partnership with UK-based HH Electronics, a leading manufacturer of professional audio from within the Headstock Group, UK.

“We are extremely excited about our partnership with HH Electronics,” says ApexPro Director, Justin Acres. “The entertainment, tourism, and live events sectors in Southern Africa are poised for a much-needed comeback following the restrictions on business imposed by the Covid-19 pandemic. As new venues open, and those that survived the lockdowns look to attract new patrons, the demand for high-quality, low-cost, expandable professional audio systems is on the rise. We can’t think of a better manufacturer to fill this gap than UK-based HH Electronics.”

Technical Director at ApexPro, Mark Malherbe concurs, stating that: “The iconic 1984 Concert in the Park was powered by HH Electronic power amps, a gig I remember well. HH Electronics has a much-deserved reputation, established over more than half a century, for innovation, excellence, and affordability across its product range. The systems designed and engineered by the HH Electronics team

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are ideal for our market, and I am confident that our clients will agree.”

HH Electronics was established in 1968, by Mike Harrison, an electronic engineer who identified a gap in the market for solid-state amplifiers for the then rapidly expanding TV broadcast network market. Under Harrison’s leadership, HH Electronics sold its iconic TPA amplifier to nearly every TV studio across the UK as well as to many recording studios in the late 1960s and early 1970s. In 1970, the BBC published stringent requirements for a new amplifier, and HH Electronics responded with the AM 812 Amplifier, which became a global standard for broadcast corporations for decades to come.

At the same time, the live music industry was exploding across the world, providing greater opportunities for innovation in live sound for mega concerts. HH Electronics broadened its scope by creating solid-state guitar and bass amplifiers, and PA systems. The company was soon recognized by artists, including the incomparable Pink Floyd, for creating lightweight, low-cost, expandable systems that were every bit as good as a tailor-made rig but at a fraction of the cost.

In 1989, HH Electronics became a part of the Headstock Group, a leading manufacturer and distributor of musical equipment and professional audio products in the UK and Ireland. HH Electronics is currently focused on two key areas, according to James Laney, CEO of the Headstock group. “Our emphasis today and into the future is line array and portable PA for live sound, and professional audio solutions of the installation market.”

Ian Wright, International Sales Director for the Headstock Group stated: “We are extremely happy to be announcing this new relationship with ApexPro and we look forward to working closely with them as they develop the HH brand within the African market. ApexPro has a long history in the African Pro Audio industry with an understanding of all vertical markets. They are truly a wonderful company that provides great service, support, and training, and their knowledgeable staff is equipped to handle the most challenging of projects thrown at them. We are proud to be working with them and alongside the other quality brands they represent, and we are excited about the future and all that we can achieve together. A long-term solid relationship has begun and we wish them all the very best.”

“HH Electronics, under the Headstock Group, offers high-quality, low-cost professional audio solutions that are ideally suited for installations in the sub-Saharan region. We have every confidence that bringing HH Electronics’ products to venues across the region will provide just the right balance of quality, durability, and affordability that our customer base deserves,” Justin concludes.

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