

Allied Protech New Optimal Audio US distributor



British brand Optimal Audio is part of Focusrite plc, one of the largest audio manufacturers in Europe, and benefits from years of engineering experience, global reach and support. It manufactures a one-stop solution of controllers, amplifiers and loudspeakers for small to medium sized commercial installations, with a focus on supporting multi-zoned venues. Its streamlined product-offering works seamlessly to deliver simple-to-install, high quality sound systems that can be easily operated by anyone, not just engineers.

Based in Orange County, California, and founded by industry veteran Rik Kirby, Allied ProTech is a leading Pro Audio and AV technology distributor working to simplify the challenge of bringing international brands to the US market. By operating as an extension of the brand itself, Allied ProTech is able to provide bespoke support and service to meet the unique requirements of its individual partners.

Rik Kirby identifies Optimal Audio as a great fit: “Optimal Audio is a brand born from great heritage, and their focus on ease of use and installation meets a need we’re seeing from our partners across the US market. We’re excited to be working with them, and we’re looking forward to introducing the Optimal Audio range to our reps and customers at the upcoming InfoComm trade show in Orlando.”

Optimal Audio appoints Allied Protech as US distributor

Wednesday, 14 June 2023 20:15

Dom Harter, Managing Director of Optimal Audio sees a great opportunity: “I’ve known Rik for quite some time and value his deep knowledge of the way the US market works. He’s held senior management positions with a number of international audio manufacturers where he’s been responsible for sales, marketing, operations and production, so it’s safe to say that he fully understands every aspect of bringing a brand to market. We look forward to working closely with Allied ProTech to establish Optimal Audio as a leading player in the US commercial audio market.”

www.optimal-audio.co.uk