

New Genelec Distributor for Mexico



Genelec, a company with expertise in professional loudspeaker solutions, has strengthened its distribution in Mexico by appointing Representaciones de Audio, one of the largest and most established audio distributors in the region, to develop the brand's presence in the MI retail, AV and Home Audio markets. Representaciones de Audio will work alongside existing distributor Video Audio Representaciones e Ingeniería (VARI), who will continue to supply Genelec solutions to Mexico's professional audio community.

Founded in 1987, Representaciones de Audio has an enviable reputation for providing expert advice, advanced training, and high levels of technical support. The size and scope of the company makes it ideally placed to reach dealers and integrators throughout Mexico's vast network of regions and states, and with its strong connections throughout the MI, AV and Home Audio markets, Representaciones de Audio will look to significantly expand Genelec's local customer base - particularly in the residential, corporate and leisure markets where discerning users are increasingly attracted to Genelec's exceptional audio quality. This new partnership will complement Genelec's long standing relationship with pro audio distributor VARI, who will continue to serve Genelec's professional customers in Mexico, particularly those in the important music recording and broadcast segments.

"It is a pleasure to begin our business relationship with Genelec," declares Jaime Celis, General Manager of Representaciones de Audio. "Both companies share family values that strengthen our way of working together. This collaboration will

Genelec targets Growth in Mexico with New Distribution Structure

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allow us to expand and strengthen our product range, and provide innovative solutions for the integration of AV projects.”

“Representaciones de Audio has an excellent reputation as a serious and reliable company, with a decades-long track record in audio distribution,” adds Miguel Domínguez, Genelec’s Sales Manager for Latin America. “We know that Representaciones has the capacity to develop the local market significantly, and with VARI continuing to provide their deep experience and knowledge of the professional music and broadcast segments, we see enormous growth potential in Mexico.”

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