

\*\*\* FOR IMMEDIATE PUBLICATION \*\*\*

## Press Release

### **Genelec partners with Audiologic for UK distribution of AV loudspeaker range**

**Helsinki, Finland – April 2020...** Genelec has announced the appointment of leading distributor, Audiologic, to handle distribution of the brand's growing AV loudspeaker range throughout the UK, while Genelec's long-term partner in professional monitoring, Source Distribution, will continue to be responsible for the UK distribution of Genelec's full range of studio products and systems.

Based in Harlow, Essex, Audiologic was established in 2004 specifically to supply the professional AV integration market with top quality products, advice and service. The company is now one of the UK's most successful dedicated AV suppliers offering a range of services, including system design, site surveys, help with tenders and much more.

Audiologic MD, Andy Lewis, feels that Genelec is a perfect fit for the company. "We see this as a unique opportunity for us," he explains. "As a company, we feel that it's very important to put the right products into the right place. In other words, quality first. Genelec's philosophy perfectly matches our own in that regard – they are a high end, aspirational brand that we are very proud to represent in the UK."

"Genelec fits wonderfully into the work we are doing in the corporate world and we see many further opportunities in hospitality, higher education and more," continues Lewis. "The advent of their Smart IP technology which delivers power, audio and control all over a single CAT cable opens up even more possibilities for integrators. We're looking forward to significantly developing Genelec's AV business in the UK."

Genelec's sales manager for Western Europe, Michael Bohlin, is equally pleased. "We've felt for some time that in order to have a meaningful impact on the AV market in the UK, we needed to have a dedicated AV distributor; and this is especially true now that we've launched the Smart IP range which has the potential to make a big difference to integrators and installers everywhere. Audiologic are ideally placed to optimise this potential; their knowledge, technical expertise and approach to the market make them the perfect partner for us."

Audiologic can be contacted via email at [sales@audiologic.co.uk](mailto:sales@audiologic.co.uk) or by phone on 01279 – 635681.

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## **About Genelec**

*Since the founding of Genelec in 1978, professional loudspeakers have been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active loudspeakers. Over forty years later Genelec loudspeaker products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio reproduction.*

## **About Audiologic**

*Audiologic has led the market in recent years providing innovative audio visual services to enhance the visitor experience in public spaces and large venues. Founded in 2004, the Company is a highly respected UK-based solutions provider for world-leading manufacturers of audio equipment known for their high standards of performance, flexibility and reliability. Audiologic pays close attention to all innovations and developments within the industry in order to maintain its comprehensive knowledge base for superior technical support throughout - with the very highest standards of customer service an absolute priority.*

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