

***** FOR IMMEDIATE RELEASE *****

Press Release

Genelec partners with GSL Professional in Middle East

Helsinki, Finland – March 2020......Genelec – the global leader in professional loudspeakers – has appointed GSL Professional as its new distribution partner in the Middle East, covering the territories of Saudi Arabia, UAE, Qatar, Oman, Kuwait, Bahrain & Iraq.

Based in Dubai, GSL Professional was established over 20 years ago with the aim of bringing the best in professional Audio, Video, Lighting and Control solutions to customers across the Middle East, and has carved an impressive niche for itself as a regional leader in distribution and gained a strong reputation for supplying both products and system solutions.

With a dynamic team of highly experienced professionals and a wealth of combined experience across many markets, GSL Professional offers comprehensive solutions and design support from concept to completion.

“We are extremely proud to represent Genelec as part of our premium product portfolio for Distribution across the Middle East region. I am looking forward to building a strong relationship with our new partner, and extending Genelec’s business through our extensive channel partner network,” said Adrian Curtis, Managing Director at GSL Professional.

Arun Kumar, Genelec’s Regional Business Development Manager for the Middle East, added:

“So much of our global business now is based around providing complete loudspeaker solutions, whether the customer is a music studio, broadcast facility or installation project. That requires distributors with a highly developed commercial and technical understanding of our range, and we can’t imagine a better qualified regional partner than Adrian and his GSL Professional team.”

For more information please contact marketing@gsprofessional.com

Useful links:

www.genelec.com

www.gsprofessional.com

*****ENDS*****

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.

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About GSL

GSL Pro Middle East (www.gslprofessional.com) is the official distributor of industry leading brands across the Middle East market such as QSC, L'Acoustics, Genelec, DiGiCo and Audio-Technica in the UAE, Qatar, Oman, Kuwait, Bahrain, Jordan and Iraq.

Video, Lighting and Control brands include NEC, Cameo, DTS, VariLite, Strand and Screenline. GSL Professional based in both UAE and KSA and QSL Professional in Qatar work together to provide high level technical, marketing, service and sales support across their dedicated markets including hospitality, house of worship, theme parks, transportation, education, stadia & arena, recording & broadcast, tour sound and portable PA.

For more information contact Newsha Masoudi - marketing@gslprofessional.com