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

Press Release

**Genelec strengthens AV presence in Benelux**

**with appointment of Audio XL**

**Iisalmi, Finland – August 2022**…..Genelec – the global leader in professional loudspeaker systems – has further strengthened its growing AV business by appointing [Audio XL](https://www.audioxl.nl/) as its distribution partner for the entire [Genelec AV Installation](https://www.genelec.com/av-installation-speakers) range throughout the Benelux region. Audio XL’s appointment also deepens the relationship between [Genelec](http://www.genelec.com/) and the European AV Group, providing Genelec AV customers with consistently high levels of experience, professionalism and service right across the six DACH and Benelux territories.

Founded in 2004 and based in Utrecht, Netherlands, the Audio XL team specialises in the live, retail and installed sound markets and combines exceptional levels of sales and marketing expertise, technical knowledge and system design – all backed up by a premium quality logistics operation. With a separate showroom in Antwerp, Belgium, and two independent sales teams, Audio XL is well equipped to handle the entire region and its various language requirements. As the existing distributor for several highly respected brands, including AV system automation and integration solution providers such as AMX and Harman, Audio XL already brings an impressive range of AV system solutions to an extensive network of customers across Benelux, to which Genelec’s loudspeaker technology provides the perfect complement.

Since 2019, Audio XL has formed a key part of the [European AV Group](https://www.european-av-group.com/), which also includes existing Genelec distribution partners [Audio Pro](https://www.audiopro.de/) in Germany and [Arocom](https://arocom.ch/) in Switzerland, who together service the DACH AV market. The Group has positioned itself as the leading value-added distributor for professional AV, offering consultative sales and service competence, dedicated training academies, marketing skills and excellent relationship management with manufacturers, integrators and dealers. With more than 150 employees, together with long-standing partners, the Group offers premium solutions for the entire signal chain.

William van Druten, Audio XL’s Managing Director, comments:

“With many years of experience and powerful brands, we offer our customers carefully designed installation solutions, and that's why we are delighted to be able to expand our sales programme with Genelec’s premium installation loudspeakers. The [4000 series](https://www.genelec.com/4000-series) models meet even the highest levels of sound quality and design, and unique technology such as the [Smart IP](https://www.genelec.com/smart-ip) networked loudspeaker family enables unparalleled integration - thanks to single cable connectivity and a wide choice of 120 RAL colour finishes. Genelec represents a fantastic addition to our portfolio!”

Michael Bohlin, Genelec’s International Sales Manager, adds:

“Our AV Installation business has grown consistently over many years, and more recently our Smart IP series has elevated our profile even further. This has highlighted the need for a much wider network of distributors with extensive experience of the AV market and IP technology, and who carry a complementary range of high quality brands. With the European AV Group, we have created a partnership that will bring the expertise and close industry connections that are essential for continued growth, and we’re confident that as part of that Group, Audio XL will further establish Genelec as the leading loudspeaker brand for high quality AV applications across Benelux.”

Please note that the distribution of Genelec’s range of professional studio products across Benelux continues to be handled by Audio-Technica Benelux.

For more information, please contact [info@audioxl.nl](mailto:info@audioxl.nl)

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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 few 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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