22live New SSL UK Distribution Partner



Solid State Logic announces the appointment of 22live as its distributor for SSL Live products in the United Kingdom. The company will provide local reach including sales and technical support on behalf of SSL across the U.K., as well as supporting its customers in the music, education, and performance venue markets. The appointment covers the entire SSL Live product line including consoles, interfaces, software solutions and more. The picture above shows Iain Mackie (A-Live), Alex Penn (22), Martjin Van Renterghem (A-Live), A-Live and Sam Bath (SSL).

Sam Bath, Sales and Distribution Manager for the SSL Live portfolio, commented on the new appointments: “I am excited that we are partnering with 22live, as they carry a strong reputation and presence in the U.K. Live sector. This relationship will help us extend and expand the full range of services we can offer customers for our SSL Live product line, including sales, rentals, support, and training."

22live has already secured its first SSL transaction in December of last year, which included an SSL Live L350 MADI Tour Bundle for A-Live - a prominent equipment rental firm based in Scotland that routinely specs equipment for high profile festivals and tours.

Martjin Van Renterghem, Managing Director of A-Live and a live sound engineer in his own right, played an instrumental role in the purchase: "I personally fell in love

Phoca PDF

with the SSL Live series seven years ago in Belgium where DEE had some in the warehouse I was prepping," he says. "In 2025, it was time for A-Live to purchase a top tier console, and with a few brands to choose from, we went straight to SSL. Now having done a few gigs and a small festival on the L350 Plus, it’s hard for us to go back on any other console."

"The audio and build quality of this rig is incomparable to anything I’ve come across in my 18 years of working in the industry worldwide," he adds. "The SSL aligns perfectly with A-Live’s ethos of always working towards the best possible quality audio experience."

"We are thrilled to be appointed as SSL's distributor for its Live product portfolio in the U.K., said Alex Penn, Commercial Director of 22live. "We believe we will be able to expand the addressable market for SSL in the U.K., considering the high quality and flexibility of its products as the needs of our customers continue to evolve."

On 7th May 2025, 22live will be hosting a training day at its headquarters in Redditch focused on SSL Live. Anyone wishing to attend should RSVP by emailing info(at)22live.com. Additionally, for more information, please visit 22live's website below.

www.22live.com
www.solidstatelogic.com

Phoca PDF