

New AVPro Edge Distributor for GCC Region



AVPro Edge has announced the appointment of Keyston Distribution Fzco as an official distributor for the GCC region. This partnership marks a significant milestone as AVPro Edge expands global availability of the company's award-winning AV signal distribution and connectivity solutions that empower technology integrators to deliver the best solutions for both commercial and residential clients.

"Partnering with Keyston is a strategic step for AVPro Edge as we continue to grow our presence in the Middle East," said James Trumper, VP of International Sales at AVPro Global. "Keyston's expertise in professional AV distribution and their deep understanding of the market makes them the ideal partner to represent our brand. Together, we are committed to delivering outstanding solutions and support to AV professionals throughout the region."

Keyston Distribution Fzco, with its strong track record and established relationships in the GCC, is ideally positioned to provide local integrators with access to AVPro Edge's latest technologies and innovations. This collaboration will ensure that customers in the GCC benefit from AVPro Edge's renowned performance, reliability, and technical support.

"We are delighted to become an official distributor for AVPro Edge in the GCC," said John Saju, General Manager - AV at Keyston. "AVPro Edge's commitment to quality and innovation aligns perfectly with our mission to deliver the best AV solutions to our clients."

AVPro Edge products feature superior design and manufacturing and are backed by a 10-year advance-replacement warranty, providing integrators with peace of mind knowing they have installed a product that has been built to last from a trusted manufacturer committed to the pro A/V channel.

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