Gonher Group New Mexican HK Audio Distributor



Gonher Group has become the exclusive distributor for HK Audio products in Mexico with immediate effect. The new distributor has experienced sales professionals for pro audio applications along with extensive sales networks and an outstanding understanding of service within its Audyson and Gonher Pro divisions. This will help Gonher to fully represent HK Audio's wide ranging portfolio of professional loudspeaker systems in Mexico.

‘We are delighted to add HK Audio’s impressive product range to our extensive portfolio,’ said Jorge Gonzalez, Director General of Gonher. ‘HK Audio already has a good presence in Mexico and we plan to take the brand to an even higher level. We feel that Gonher is best-placed to help drive uptake of the brand in the Mexican market and we look forward to introducing our clients to the sonic capabilities of this amazing brand.’

‘Gonher's pro audio pedigree in Mexico is unequalled,’ added Sean Martin, ISM Americas at HK Audio (2nd from left in picture above). ‘HK Audio is excited to be partnering another North American giant, providing the market penetration and development the HK brand and its customers in Mexico demand. To underline our commitment to the Mexican market and minimise disruption, after 23 years great service in building the HK Audio brand, it is important to acknowledge the excellent role that HiTech has played. We are therefore pleased to announce that HiTech will continue to serve their HK Audio customers within the new HK/Gonher distribution set up.'

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