HASOUB New Renkus-Heinz Distributor for Saudi Arabia



Renkus-Heinz, a company with expertise in cutting-edge loudspeaker technology, announces a strategic distribution partnership with HASOUB, a premier regional distributor specializing in Extra Low Voltage (ELV) systems and Information and Communication Technology (ICT) solutions, based in Jeddah, Saudi Arabia. This collaboration marks a pivotal step in Renkus-Heinz's expansion in the Middle East, where the demand for professional AV integration solutions is rapidly growing. With HASOUB's robust regional presence and expertise, Renkus-Heinz's award-winning sound solutions will now be accessible to diverse sectors, including smart buildings, education, hospitality, and entertainment.

"MEA is one of the most promising yet challenging regions when it comes to delivering best-in-class professional solutions," says Karan Kathuria, director of sales and development for Asia at Renkus-Heinz. "Renkus-Heinz is committed to offering the best customer experiences in the region via its advanced engineered solutions. "With recent shifts in customer expectations, both pre- and post-sales, we

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wanted to restructure our go-to-market model. In this journey, we have been very fortunate to work with HASOUB, a renowned entity in MEA delivering some of the best ELV solutions. With its presence in major regions, HASOUB enjoys a great understanding of MEA customer trends. We are confident this alliance will enable us to better understand and serve our customers and improve our channels."

Founded in 2004 and headquartered in Saudi Arabia, HASOUB has grown into a trusted leader in delivering ELV and ICT solutions across the region, with operations in Egypt, Bahrain, the United Arab Emirates, and Oman. HASOUB's tailored approach to projects, from meticulous design to comprehensive after-sales support, has earned them a sterling reputation.

"As a trusted regional distributor, we are thrilled to partner with Renkus-Heinz, a brand synonymous with innovation and excellence in sound solutions," said Fathi Abdulmotalab, distribution executive manager at HASOUB. "This collaboration allows us to introduce transformative sound technologies to the Middle East market, elevating the standards of audio integration and exceeding customer expectations with solutions tailored to the diverse needs of our clients."

"Renkus-Heinz aligns perfectly with our mission to provide exceptional audio solutions to regional system integrators," adds Saed Albanna, business development manager at HASOUB. "This partnership enhances our value proposition, strengthens relationships with contractors, and opens new growth avenues for the professional AV market in the region." Together, Renkus-Heinz and HASOUB are set to transform the audio experience in the Middle East, delivering state-of-the-art solutions that redefine quality and innovation.

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