

HH Appoints MID as Distributor for France



HH Electronics, UK-based manufacturer of audio systems for the pro, MI and installed markets, has announced the appointment of Musique Industrie Développement (MID) as its exclusive distributor for France. An influential presence in the French market for many years, MID represents a broad range of industry-leading brands, and has built its success on a combination of close customer relationships and the expertise and passion of its highly successful team.

James Baker, Business Development Manager, UK and Europe, for HH Electronics, comments: "We're delighted to be partnering with MID in what is a very important market. They run an extremely well-organised and dynamic operation, placing great emphasis on meeting the precise needs of their customers by ensuring that their team is carefully trained on every product and system they represent. I recently conducted some HH training sessions at one of their 'MIDay' events and was seriously impressed by their obvious commitment to gaining a thorough understanding of what HH has to offer. We have great confidence in MID's ability to significantly grow the HH Electronics brand in France."

Peggy Fleutot, CEO at MID adds: "We're very excited to partner with HH Electronics. The company has a rich, pioneering history in the audio world, and its name is synonymous with consistently high quality audio. HH's extensive portfolio of well-designed and robust products caters for a wide range of applications across the live and installed sectors, and its cost-effective solutions supported by a five-year guarantee are sure to be popular with our customers. We look forward to raising the profile of the brand in the French market."

www.hhelectronics.com

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