

TR Electro Stereo New HK Audio Israeli Distributor

HK Audio has appointed TR Electro Stereo as its new distribution partner for Israel. Formed in 1986 and based in Tel Aviv, TR Electro Stereo has built a strong reputation as one of Israel's leading distributors of sound systems, smart home and DJ equipment. Effective immediately, the company will be responsible for the distribution and support of HK Audio's portfolio, providing dealers, integrators and end users with access to the brand's renowned sound reinforcement solutions, backed by dedicated technical expertise and customer service. "We're delighted to welcome Bar, Kobi and the entire team at TR Electro Stereo as HK Audio's new distribution partner in Israel," said Isabelle Wear, Head of Sales MEA & APAC at HK Audio. "Their market expertise, technical knowledge and customer-focused approach make them an excellent fit for our brand and our ambitions in the region.

"We would also like to thank Shalmon Music for their dedication and commitment in representing HK Audio over the past years. Their contribution to developing the brand in the Israeli market has been greatly appreciated. Looking ahead, we are excited to work alongside TR Electro Stereo to further strengthen HK Audio's presence and deliver even greater value to customers and partners."

TR Electro Stereo sees the partnership as an opportunity to expand access to one of professional audio's most respected brands. "We are proud to become HK Audio's official distribution partner in Israel," said Bar Ben Yehoshua, Vice President of TR Electro Stereo. "HK Audio's reputation for innovation, performance and reliability makes it a natural addition to our professional audio portfolio. We see significant opportunities for HK Audio in the Israeli market and look forward to expanding the brand's presence across the professional audio, installation and live sound sectors and are confident this partnership will create new opportunities and deliver exceptional solutions for our dealers, integrators and customers."

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