New Mexican Distributor for Martin Audio and Optimal Audio



L-R: Oscar Tovar, Berenice Gutiérrez, Fernando Zunbarán, Bradley Watson, Manuel Suero, Jaime Freyria

Martin Audio has reorganised its distribution set-up in Mexico, appointing NTX Distribution specifically to handle the installation sector. Equally, sister company Optimal Audio also forms part of the new agreement to supplement the offering specifically towards commercial installation and small to medium multi-zoned venues. Confirming the appointment Berenice Gutiérrez, founder and CEO of Proactive LATAM, who represent the two brands in Latin America and the Caribbean, stressed that negotiations had been conducted independently. “The move is highly significant for Martin Audio, as having had only one distribution partner for so long we can now focus on the important fixed installation market via NTX,” she stated. “But each brand has something unique to offer and addresses markets not necessarily covered by other products in the NTX portfolio.”

The negotiations began back last summer and were finally concluded at the turn of the year, to take effect from January 2023. As a result, Proactive LATAM will provide full support and also train NTX’s tech team. “They already have a high level of tech, and received further training over the course of the recent ISE Show in Barcelona,” confirms Gutiérrez. Going forward, tech representatives of both brands will visit

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from the UK to organise formal certificated courses.” Promotion of the brands will be via a combination of social networks, mail, showroom demos and training events, trade conventions and one-to-one sessions. Tours are planned throughout the country to train system integrators and increase market awareness.

NTX sales manager, Edgar Álvarez, confirmed that Martin Audio and Optimal Audio products will address specific market requirements and gaps in the market that they were hitherto unable to service. These would typically include all areas of hospitality, commercial, corporate houses of worship and education. In Martin Audio’s case the integration sector will be apprised of a number of suitable and market leading systems, including CDD Series, ADORN (and ceiling) speakers, SX Series, BlacklineX, O-Line, TH series, MLA, Wavefront Precision, TORUS and control electronics. Interest in Optimal Audio will typically be directed to the UP, SUB, Cuboid, SmartAmp power amplifiers and associated control technology.

Under company president, Manuel Suero, NTX Distribution has built up an enviable brand portfolio over the years from its base in Mexico City. He expressed his delight at being able to add Martin Audio and Optimal Audio to NTX’s distribution portfolio. “We feel the market has now matured sufficiently since the pandemic to make this move, and integrators are eager to get back into action as projects come onstream again. We will be pushing hard to ensure these brands receive the recognition they deserve.”

Meanwhile, Martin Audio’s previous distributor Audio Acústica y Electrónica will continue to handle the important rental and event markets, while Proactive LATAM will continue to handle distribution exclusively of the BlacklineX powered series. But the final word came from Berenice Gutiérrez. “Working with other brands has given NTX both the experience and confidence to fulfil all market requirements, with full-service centre and distribution channel back-up.”

“Thanks to our new partnership, Martin Audio can expect to make a fresh start in Mexico as a new era in installation projects dawns, while at the same time we look forward to introducing Optimal Audio’s world-beating technology to the markets.”

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