Republik Pro AVL New Turkish Martin Audio Distributor



Martin Audio has appointed Istanbul-based Republik Pro AVL as its new Turkish distributor, with immediate effect. The picture above shows Republik's Kemal 'Kal' Yener (centre), flanked by Martin Audio's Andrew Duffield (left) and Martin Audio Sales Director, Bradley Watson (right). Set up earlier this year, one of the founders, Kemal 'Kal' Yener, said that the aim of Republik was "to bring real, brand-focused distribution back to the Turkish pro-audio market." He continued, "We work only as a distributor - there is no integration arm - so our partners know we don't compete with them on projects."

The company already represents several high-premium pro-audio brands, Martin Audio being the latest addition to an impressive stable, initially driven by Kal Yener's long relationship with David McKinney from Generation AV in Singapore. "I liked the direction Generation AV was taking with the Focusrite team. At the same time we had progressive talks with the Martin Audio team, especially Andy Duffield and Bradley Watson, whose clear and fast communication made everything easy. So it grew naturally from trust on both sides."

The Republik co-founder was also well aware of Martin Audio's long history and strong global reputation, but at the same time he acknowledged that while the brand was well respected it was not always well represented. "Engineers knew the sound, but inconsistent distribution meant limited stock and support. We see a lot of room to rebuild that confidence, and their wide product range fits our plans perfectly. Our existing portfolio already complements Martin Audio in both installations and live sound, creating complete solutions from microphone to loudspeaker."

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The live market in Turkey has bounced back since COVID, he says, and Martin Audio have suitable products for all applications. “Festivals and municipal concerts are strong again - and hospitality is booming with bars, beach clubs and rooftops asking for premium sound. Corporate installations are also steady, and theatres are getting new budgets. Still, Turkey has its political and economic bumps: currency swings, changing import rules and times of uncertainty. But the demand for quality audio keeps growing.”

Republik Pro AVL have certainly hit the ground running. Their engineering/tech team has already undertaken factory training in High Wycombe and is working through the online certifications for DISPLAY 3, VU-NET and iKON amps. In addition the company is putting all assets on a modern digital base: an ERP-linked B2B portal with live stock and pricing, plus strong demo inventory, training and after-sales service “to raise the game for integrators and rental companies”. In that regard they will be running focused training and building a strong social presence as well as rolling out a B2B e-commerce platform to make ordering and support simple.

In summary, Kal Yener, states, “Bringing Martin Audio back to full strength in Turkey is both a challenge and a privilege. We’re building a truly independent, service-driven distribution model and I can’t wait for audiences here to experience that unmistakable Martin Audio sound.” Martin Audio EMEA Account Manager, Andy Duffield, added, “Republik Pro AVL offer a fresh perspective on pro audio distribution in the Turkish market. Focused on and implementing a pure distribution model across all vertical markets - from live touring and events to fixed installs, from infrastructure projects to smaller scale installations - they impressed me with their broad market approach and clear commitment to maximising Martin Audio's strongest ever line up. “I very much look forward to working with Kal and the team, and am confident that, with their support and expertise, great things lie ahead for the brand in Turkey.”

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