Wavefront Culture New Martin Audio Distributor for Malaysia

Martin Audio, a provider of professional audio solutions, announces the appointment of Wavefront Culture as its distributor in Malaysia. This strategic partnership will enable Wavefront Culture to distribute Martin Audio's acclaimed line of products to customers across the Malaysian market.

As part of this collaboration, Wavefront Culture will showcase Martin Audio's strongest live sound offering yet, including FlexPoint, TORUS, and Wavefront Precision. For the installation sector, Wavefront Culture will supply several market-leading systems, including CDD Series, ADORN (including ceiling) speakers, SX Series, BlacklineX, O-Line, and TH series.

Wavefront Culture is committed to the new partnership and plans to include Martin Audio’s full suite of products in their upcoming showroom. This dedicated space will provide an immersive experience for customers, allowing them to explore and appreciate the superior quality of Martin Audio loudspeakers.

Martin Audio Sales Director, Bradley Watson, comments: "We are thrilled to

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establish this distribution partnership with Wavefront Culture in Malaysia. Their extensive industry expertise and dedication to customer satisfaction makes them an ideal partner for us. With their upcoming showroom, we can showcase the diverse range of Martin Audio products and demonstrate our commitment to delivering exceptional audio solutions."

Syafiq Yaacob, Director of Wavefront Culture, expressed his excitement about joining the Martin Audio family: "I am elated to be a part of the Martin Audio family, facilitating access to their line of products and services to customers in Malaysia. It is time to put Martin Audio shoulder to shoulder with the top tiers of audio products in the Malaysian market.”

Kevin Kee, Regional Sales Director at Generation AV, which represents the British manufacturer in the APAC territories, shared his thoughts on the collaboration with Wavefront Culture: "Since we started our relationship with Wavefront Culture, Syafiq and the team have moved quickly to get Martin Audio relaunched in the Malaysian market. With their new showroom coming soon, it will be great to be able to showcase the wide portfolio of products from Martin Audio."

Wavefront Culture will provide comprehensive support to customers, including expert product knowledge, technical assistance, and training programs. This partnership aims to elevate the presence of Martin Audio in Malaysia and establish the brand as a preferred choice among audio professionals.

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