ABAS New Martin Audio Distributor



Martin Audio has realigned its distribution in Greece, appointing Athens-based ABAS Integrated Systems - whose origins date back 45 years - as its new territorial representative. “We realised towards the end of last year that we were missing opportunity for growth in the Greek market, so it timed in nicely that ABAS reached out to us at around this time, proposing a new partnership,” reports Suraj Vadher, EMEA Sales Executive, Martin Audio.

He was soon discussing strategies with ABAS Project Manager, Konstantinos Drosos, and his brother, Sales Director, Themistoklis. “It was clear to me that ABAS knew their market well and had the right kind of plans to grow both ours, and their own business within Greece. They are well-established within commercial integration and public address, and have the scope to expand into a wider range of vertical markets in the future.”

Themistoklis Drosos confirmed that his company, who also distribute Crestron, had been in search of a reputable and top-quality pro audio brand. “Martin Audio is one of the most recognised and respected pro-audio brands worldwide and ABAS is proud to have been chosen as country distributor,” he said. “Its product portfolio will cover a vast selection of sectors like Hospitality, Education (Lecture halls and amphitheatres), BARECA (Bars – Restaurants – Café), Enterprise (Multi-Purpose Halls etc.), Concerts, Theatres … almost any project.”

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In particular, he singled out TORUS for its enormous potential in medium-throw applications “with a significantly lower budget than a traditional Line Array solution.” The company has wasted no time in getting started, having hired a new audio sales manager with vast experience in the pro-audio sector who will work alongside targeted marketing campaigns and planned workshops to raise awareness. ABAS will also take advantage of Martin Audio’s upcoming Open Days to engage in training, and in turn pass this knowledge onto their customers. “It is crucial for us to get the best possible grasp of the products and in turn Martin Audio has committed to support us to ensure the best possible outcome for the final customer.”

In conclusion Suraj Vadher, says, “I am delighted with the dedication we have already seen from the Drosos brothers. They are very driven and committed to pushing Martin Audio with the end goal of significantly growing our level of visibility within the territory which was sorely missing in Greece.” “I believe there is a huge opportunity to raise awareness of Martin Audio in Greece,” responded Themistoklis Drosos, “and by implementing these strategies I am convinced we will drive sales.”

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