Avcom Colombia new Martin Audio Distributor for South American

Continuing to strengthen its market position in Central and South America, Martin Audio has announced the appointment of Avcom Colombia as its new distributor for that territory. Negotiations with CEO, Camilo Aranguren, first began with Martin Audio - along with sister company Optimal Audio - at the ISE Show in Barcelona at the beginning of this year.

“We were already a partner of [Martin Audio parent company] Focusrite in Colombia, and know the technical advances Martin Audio has made,” stated Mr. Aranguren. “We have a strong position in the entertainment technology industry, and knew the brand would be a perfect addition to our distribution portfolio."

The Avcom CEO comments, “Martin Audio is a ‘green field’ as far as Colombia is concerned. The brand is known but the opportunity to develop it is huge. The business model is beneficial for both parties.” In particular he predicts Wavefront Precision optimised line arrays, as well as the TORUS family will be subject to most interest, and sees immediate synergies with other brands the company represents, particularly Avid, Robe, MDG and Luminex. He recognises that within the diverse Focusrite portfolio the Live and Installed sound division require a unique approach from MI. “But our team has specialised knowledge, particularly of the rental market in the region,” he says, adding that the teams pride themselves on being able to offer added value in terms of presales, project integration capabilities and post sales.

In terms of priorities, the Rental and Installation sectors will assume equal focus. “Rental has great potential over the next 12 months, and the Martin Audio offering

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is strong. For the Installation market houses of worship, live venues and theatres will be our primary targets.” Ancillary marketing into the corporate and education markets will be handled by Avcom Colombia’s Enterprise team. The organisation is already in the process of certification training for its techs and sound engineers. This will be masterminded by technical support from Proactive LATAM, who represent Martin Audio in Latin America and the Caribbean, under the supervision of founder and CEO, Berenice Gutiérrez.

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