

MXL's Unified Communications Division Expands Distribution to the U.K. With Midwich

MXL Microphones expands the availability of its Unified Communications/UCC product lines to customers in the United Kingdom by partnering with Midwich, a specialist audio visual (AV) distributor to the trade market. MXL is scaling up its global distribution network to support market demand and brand growth across the product line. With Midwich's market-leading reputation in the UK, MXL will increase its brand reach while the rapidly growing virtual communications' world continues to meet the increased demand for remote work solutions.

"This opportunity has come at the perfect time for MXL as our distribution network is rapidly evolving to meet market need," says Trevor Fedele, MXL Director. "The expansion of our distribution capabilities with Midwich benefits everyone in our supply chain, while also laying the groundwork for continued growth."

"Midwich is delighted to provide MXL mics to our channel partners in the UK and Ireland," says Alison Charters, Divisional Manager at Midwich. "The company's wide range of products improve audio quality and are an ideal solution for today's market, whether you're a solo user on the move, working from home or in the office environment. We see MXL mics as a key audio product for the evolving Unified Communication (UC) market, as we move towards a hybrid working model."

MXL's range of UCC and AV solutions offer high-quality audio capture for a range of applications, including corporate communications, video conferencing, telemedicine, distance learning and more. MXL's extensive catalog of AV and UCC solutions, coupled with Midwich's well-established network of existing partners, provides teams and individuals with high-performing solutions that they can depend on, which is crucial in this everchanging world.

"With the rapidly growing demand for remote work solutions, it is a vital time for manufacturers to increase product availability on a global scale," adds Fedele. "This new partnership emphasizes MXL's core value of putting our customers' current needs at the forefront of our business strategy. The entire team at MXL is thrilled to be working alongside Midwich, as we anticipate a successful and advantageous relationship for both parties, and most importantly, for our customers."

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