

Republik Pro AVL New Turkish Optimal Audio Distributor



Optimal Audio has announced the appointment of Istanbul-based Republik Pro AVL as its new distribution partner for Turkey. Republik presented the Optimal Audio ecosystem on stand at the recent IMEEF Expo 2025 (4-7 December 2025 – Yenikapi Expo Center, Istanbul). Republik Pro AVL was formed earlier this year with a clear mission to bring meaningful, brand-focused distribution back to the Turkish pro-audio market. Co-founder Kemal ‘Kal’ Yener (pictured right) explains, “Republik exists solely as a distributor with no integration arm. That means our partners know we’re here to support them, not compete with them. It’s a model built on trust.”

That ethos aligns closely with Optimal Audio’s own vision of simple, high-quality commercial audio. Yener observed, “The communication from Optimal Audio was clear, fast and refreshingly straightforward. It became very natural to take the next step together.” Yener admired Optimal Audio’s rapidly growing global presence and the strength of its ecosystem with flexible zoned control managed through WebApp. He also recognised a major opportunity in the Turkish market. “Integrators would ask about simple, reliable solutions for hospitality, retail and leisure but struggled with stock and local backup. There’s huge room to rebuild confidence. Optimal Audio’s portfolio fits perfectly with where the Turkish market is heading.”

Republik Pro AVL has already begun laying strong foundations for the brand's success. The company is investing in a modern, digital-first operational backbone: a B2B portal linked to ERP for real-time stock and pricing, strong demo inventory, structured training and comprehensive after-sales support. "These tools help us raise the game for Turkish integrators and rental companies," Yener explains. "We'll be delivering focused education, building a strong social presence and launching a B2B e-commerce platform to make ordering and support as simple as Optimal Audio itself." David Morbey, Optimal Audio Product Manager, agreed, "Their pure distribution model, broad market expertise and commitment to integrators are a perfect match for Optimal Audio's philosophy. We're genuinely excited about the growth ahead."

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