Tools 4 media New PMC Distributor for Colombia



L-R: HernaPinzon, Dan Zimbleman

UK manufacturer PMC has appointed Tools 4 media as its new distributor in Colombia, with responsibility for its entire range of pro audio products. Founded in 1997 but with its name changed to Tools 4 media in 2009, the company is based in Bogota and has satellite offices in California and Florida. Tools 4 media prides itself on offering integrated solutions and already represents many pro audio brands

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including Cranesong, Chandler, API, Manley, Grace Design, McDSP, Audeze, Apogee, Eve Audio, IK Multimedia, Native Instruments and iZotope. Customers who want to try out equipment can do so at local studios where Tools 4 media has joint venture arrangements.

CEO Hernán Pinzón says he is delighted to be working with PMC and to have the opportunity to introduce the company's extensive professional product range to his customers. "Colombia is a country with a lot of growth in its media and entertainment industry," he says. "The great quality of the work being done here for international demand highlights a need to supply audio professionals with the very best products. PMC certainly falls into that category. They offer a fantastic product range for high end users, and we are already getting a great response from customers."

Since taking on PMC's professional product range, Tools 4 media has made a number of sales including Ci30 loudspeakers for a gambling facility and PMC6-2 monitors in combination with PMC8 Subs for three music studios. In addition, the company is working on a new Dolby Atmos installation which will be equipped with PMC monitors in a 7.4.1 configuration.

Dan Zimbelman, PMC's Senior Export Business Development Manager, says: "This is a very exciting market for PMC, and we are confident that with Hernán's help we can bring our products to a much wider audience – not just in Colombia but also throughout the Latin American music community where Tools 4 media has a strong representation. PMC's presence in the Dolby Atmos market, where our products are seen as the template for great sounding Atmos music mixing rooms, will certainly be at the forefront of our new business arrangement and we look forward to supporting Tools 4 media as it attracts more of these projects."

www.tools4media.co
www.pmc-speakers.com

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