

### AVL Media Group New Powersoft Distributor for Canada



Powersoft today announced the appointment of AVL Media Group, a division of Intellimix Corp, as its new distributor and service centre for Canada. Established more than 25 years ago, AVL Media Group is an award-winning distribution company with a mission of developing long-term, mutually beneficial, business relationships through professional products backed by excellent sales, service and technical support.

“We are excited to be represent Powersoft in Canada and we are looking forward to informing Canadian customers about Powersoft’s offerings with particular emphasis on Mezzo, the new Unica amplifier platform, and the recently announced Verso cloud gateway,” says Andrew Hope, managing director of AVL Media Group. AVL Media Group will focus on promoting Powersoft’s products and technologies, making its customers and potential partners aware of their unique features and benefits to significantly grow the Italian audio manufacturer’s footprint in Canada.

“Powersoft’s reputation worldwide is built on quality and reliability. It is, without question, the amplifier brand that is leading the market with advanced technology and innovation for installed sound,” says Hope. “Powersoft’s amplifiers, in combination with the other brands we represent such as Tannoy and Symetrix, enhance our ability to offer complete integrated solutions to our customers.”

AVL Media Group will continue to build Powersoft’s established brand recognition by actively engaging in the market with multi-faceted awareness campaigns, webinars and in person visits to key stakeholders. Welcoming the new Canadian distributor, Sara Schiffler, Powersoft’s business development manager, says: “We are pleased to extend a warm welcome to AVL Media Group, whose dedication and passion aligns with Powersoft’s values, as our newest distributor. This collaboration reinforces our commitment to fostering growth in Canada and we look forward to a journey of mutual success.”

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