New Powersoft distributor Proaudio



Pictures: Proaudio South Africa

Italian audio expert Powersoft has expanded its global network by welcoming Proaudio as distributor for South Africa.

Trading under the name Proaudio and Audio Pack since 2001, the South African distributor has established a thriving business within the music industry, working alongside globally recognised brands such as Pioneer DJ, RCF, MIDAS Mixers, and Audio-Technica.

Owner and managing director, Joss Pack realised the demand for high quality, branded DJ products in South Africa so drew upon years worth of knowledge and contacts accumulated from working in the pro-audio industry, to form the flourishing distribution company it is today.

“We know Powersoft has market-leading products in the professional and commercial areas of our industry,” says Pack. “We are very proud to be an appointed distributor – Powersoft products fit perfectly into our professional line-up.”

More recently, Proaudio has developed its market footprint by becoming distributor for Sonance, AIAIAI, MidiPlus, Monacor & IMG, rapidly growing its network of international brands.

“The potential in the region of South Africa is diverse and wide-reaching – we hope

to engage with industry professionals that are interested in what Powersoft products have to offer. We also understand just how important the church market is in South Africa, and estimate this will be the biggest area of growth for Powersoft as their products perfectly align with this vertical," concludes Pack. "Powersoft products answer the needs for this industry with reliable, well priced, future proof solutions."

Varun, Powersoft's EMEIA sales manager, is in agreement that this is a positive move for the company going forward: "We are proud to appoint Proaudio as our distributors, they have been a rock in the South African market over the years. Their well-structured organisation, wide sales network, and complementary products are the right package to develop and support Powersoft's customer base in the country. We look forward to years of growth and relationship with them."

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