

POLAR New PROEL UK & Ireland Distributor



POLAR, established supplier of key industry brands to the installation, MI and professional audio markets, has been appointed by Italian audio, lighting, stage equipment, and musical instrument group, PROEL, as its exclusive distributor for the UK and Ireland. The partnership will see POLAR take responsibility for distributing PROEL Sound System and PROEL Stage Equipment, as well as microphone and headphone manufacturer EIKON. The picture above shows Alessio Foti (left) and John Midgley (right).

PROEL has been at the forefront of Italian design and engineering in the entertainment technology industry for thirty-five years, and has earned a strong international reputation for developing carefully designed, high-performance, functional, and reliable products. POLAR Managing Director John Midgley comments: "We're very proud to represent PROEL. The addition of this excellent array of premium Italian brands further strengthens our already well-established and wide-ranging portfolio, enabling us to offer our customers an unprecedented range of product choice. PROEL are renowned for putting customer needs at the heart of their business, an ethos which is evidenced in the attention to detail in every product across their brands. We look forward to expanding PROEL's presence in the UK and Ireland, and introducing our customers to their excellent range."

Giacomo Sorbi, CEO of PROEL S.p.A. adds: "We are very proud to have POLAR representing us in the UK and Ireland. This partnership is part of a transition for

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PROEL which has seen us re-appraise our approach to distribution by strengthening our local presence, improving delivery times and logistics, and providing more comprehensive commercial and technical support. In turn, we can focus our resources on product innovation and quality, while maintaining high service standards through a qualified and experienced partner.

“POLAR is a strongly established presence in the market, with an experienced and expert team, who have the ability to provide close local support to our customers and dealers. This partnership represents an investment in the quality of service that we are committed to providing throughout the UK and Ireland.”

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