Purple Group invests in Martin Audio



Purple Group, a premier production house in the Netherlands, has bolstered its inventory with a major investment in Martin Audio's WPC and WPL Wavefront Precision line array systems, supplied by Ampco Flashlight Sales. With over 30 years of expertise in lighting, sound, video, and rigging, Purple Group is no stranger to the Martin Audio family. Having previously fielded legacy systems - including W8LC, W8LM, and Longbow - the transition to a new generation of Wavefront Precision arrays was a natural evolution for the company.

The system's daily operations at Purple Group are spearheaded by Guus Hoekstra and Robert de Loey. "I've enjoyed working with Martin Audio for years," comments de Loey. "The brand has always proven to be reliable, delivering a sonic signature that immediately appeals to both artists and engineers." Working alongside Dutch distributor Ampco Flashlight Sales, Purple Group first identified the WPC system as a versatile solution for their rental needs. A 2 x 10", medium-format, three-way bi-amped array, WPC delivers premium performance, consistency, and projection.

The initial investment comprised 24 WPC elements paired with 24 SX218 dual-18" subwoofers, supplemented by TORUS T1215 constant curvature loudspeakers serving as front fills - all driven by iKON multi-channel power amplifiers. The WPC system wasted no time proving its capabilities in the field, delivering high-fidelity sound, uniform coverage, and substantial headroom - even in demanding large-scale outdoor environments.

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Almost immediately after delivery, the rig was deployed at Zwarte Cross in Lichtenvoorde - the world’s largest motocross and music festival, attracting 220,000 visitors - as well as the Nirwana Tuinfeest rock festival. High-profile acts such as Kensington and Triggerfinger performed through the new system, with the technical team reporting universal praise for its performance.

Following the resounding success and positive client feedback of the WPC deployments, Purple Group moved quickly to scale their capabilities. This led to a second significant investment, adding 24 WPL large-format 2 x 12” elements and 24 SXH218 high-output subwoofers to their arsenal. “With this expansion, Purple Group now commands two powerful, flexible, and future-proof systems,” notes Martijn de Jong at Ampco Flashlight Sales.

Reflecting on the acquisitions, Purple Group’s Guus Hoekstra sums up the strategic value of the move: "The combination of Martin Audio’s WPC and WPL gives us the flexibility to serve a wide variety of shows, from festivals to indoor events. This makes it a valuable investment, both now and in the future.”

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