

QSC Appoints Algam as Live Sound Distribution Partner in France and Benelux

QSC announces an expanded distribution relationship with Algam France, as they become the exclusive distribution partner for the company's live sound portfolio in France effective January 1, 2022. With this expanded partnership, Algam becomes the sole distributor of the entire QSC product portfolio including systems products which Algam has distributed since 2016. QSC has also appointed Algam Benelux as distributor for its live sound products in the Benelux region starting January 1, 2022. Algam Benelux will focus its efforts on the MI / Retail channel. In both regions, Algam will be responsible for sales, service, warranty, repair, and technical support of live sound products.

"We are thrilled to work with Algam as they are the leading distributor of live sound products and solutions in the region," says Bernd Friedel, Director of Retail and Distribution Management, QSC EMEA. "Algam has a passionate team and well established customer relationships which will enable QSC to further develop our business and brand in France and the Benelux region. We would like to thank AED for their support during the past years and wish them all the best."

Created in 1971, Algam has redefined the concept of distribution, becoming a premiere distributor of musical instruments and professional audio equipment throughout Europe with over 500 employees.

"QSC is a premium brand renowned for its excellent products, service and support," says Benjamin Garnier, Managing Director at Algam. "We are excited to expand our partnership with QSC by taking on distribution for its live sound portfolio in France and the Benelux region."

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