

New POLAR Distributor for Ireland



POLAR, a supplier of key technology brands, has expanded its deal with Canadian manufacturer Radial Engineering to include Ireland. POLAR has exclusively represented Radial Engineering in the UK since 2017, delivering Radial's innovative professional audio solutions to dealers, integrators, rental companies, and audio professionals throughout the region. Supported by POLAR's experienced sales, technical support, and customer service teams, the addition of the territory improves access to Radial's complete portfolio of professional audio solutions in Ireland, and deepens the two companies' successful long-term relationship.

Phil Coelho, International Sales Manager at Radial Engineering comments: "POLAR has been an outstanding partner for Radial for many years and we're excited to expand our relationship into Ireland. Their deep understanding of our products, strong relationships throughout the market, and commitment to customer support make them uniquely positioned to continue growing the Radial brand across the UK and Ireland. We're proud to have POLAR representing Radial throughout the region."

John Midgley, Managing Director at POLAR, adds: "We're delighted that Radial Engineering has chosen to expand our partnership to include Ireland. It's very much a reflection of the success we've enjoyed on their behalf in the UK market where the brand is now firmly established as a benchmark for quality. We look forward to developing the brand in Ireland and helping to ensure that customers there can easily access Radial's fantastic product portfolio."

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