Renkus-Heinz JBA Sales Rep Agreement



Renkus-Heinz, a company with expertise in loudspeaker technology, has announced a new sales rep agreement with the John B. Anthony Co. Backed by JBA’s regional expertise, the exciting new partnership will bring Renkus-Heinz’s cutting-edge solutions to the New York and New Jersey region, reinforcing Renkus-Heinz's market presence throughout the Northeast. The picture above shows members of the John B. Anthony Co. New York team.

JBA was founded in 1960 and is a leading regional provider of sales, marketing and support solutions for the Professional AV market. The team has extensive experience in many areas of the industry, from pro audio and video to AV integration. Specializing in market verticals such as house of worship, sports venues and theater, JBA is perfectly positioned to ensure Renkus-Heinz’s advanced audio products are installed in the right applications to deliver optimum performance and customer satisfaction.

“We are thrilled to announce our new partnership with Renkus-Heinz, the industry’s leading innovator in precision loudspeaker technology, as The John B. Anthony Company continues to solidify our position as the Northeast's premier manufacturer's representative,” says Angelo Fecci, CEO at JBA. “Specializing in dynamic sales strategies, precision marketing, and comprehensive support services, we are poised to propel Renkus-Heinz's cutting-edge audio solutions into the heart of the region's professional AV market. This collaboration not only enhances our portfolio of elite brands but also delivers unparalleled value to our clients, fostering

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sustained growth and market leadership through our specialized expertise."

Renkus-Heinz already boasts many successful projects throughout the Northeast, from live events and educational institutions to bars and restaurants. With JBA's partnership, the company is set to expand this portfolio to bring world-class sound experiences to even more venues and audiences. "JBA is a highly reputable rep firm in the NYC and NJ area known for its dedication to consultants and local integrators, stepping in to help whenever needed," comments Joe Fustolo, Eastern Regional Sales Manager at Renkus-Heinz. "Their team of well-seasoned professionals will help Renkus-Heinz deliver a wide range of sound solutions to the market. I am really looking forward to working with the team at JBA!"

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