Stairway Productions relies on Martin Audio WPC



Stairway Productions, making a name in the Dutch event industry for many years, has reached new heights in its evolution. Following a consistent path of strategic investment, the company has significantly bolstered its inventory with the acquisition of a Martin Audio WPC (Wavefront Precision Compact) line array system from Dutch distributor Ampco Flashlight Sales.

The journey for Stairway Productions began in 2007, with founder Menno Smit servicing small-scale gigs from his base in Delft, strategically located between Rotterdam and The Hague. In 2014, the company took the decision to expand from its original inventory to a more professional, rider-friendly solution. That led to the first investment in the Martin Audio catalogue in the form of a Blackline system as a versatile, multipurpose workhorse.

Step by step, from that initial investment through to the subsequent acquisition of a W8LM system, Martin Audio has played a central role in the Stairway Productions success story - delivering a powerful, consistent sonic signature that has proven its worth across countless applications. Driven by an uncompromising focus on audio quality and reliability, Smit and his team have now taken a major leap in both inventory and technical capability. The new investment comprises 24 Martin Audio

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WPC line array cabinets, complemented by the company’s existing stock of SX218 subwoofers.

The decision to move to Wavefront Precision was cemented during a hands-on demonstration. “I heard the systems during a Martin Audio Experience Day at the Gebr. De Nobel venue in Leiden,” Smit recalls. “I was incredibly impressed by the WPC’s performance and control; I knew instantly that this was the right direction for our next phase of growth.” “With the Martin Audio WPC system now spearheading its inventory, Stairway Productions is primed for the next generation of productions,” comments Martijn de Jong at Ampco Flashlight Sales. “The system offers the scalability and flexibility required for larger festivals and complex indoor events, ensuring the same uncompromising reliability that clients have come to expect.”

One of the first high-profile deployments for Stairway’s new WPC system was UIT Week Utrecht - the city’s massive introduction week for new students. Throughout the week-long event, Stairway Productions provided full technical production across multiple locations, handling everything from live bands and background music to complex presentations and high-quality livestreams.

The festival’s closing day presented a significant challenge, with approximately 4,000 visitors and stringent urban noise regulations. The combination of advanced Wavefront Precision technology and meticulous preparation proved essential for the demanding environment. By utilising smart cardioid subwoofer configurations and continuous monitoring via the MeTrao measuring system, Stairway was able to deliver a high-impact audio experience while remaining strictly within permit requirements. But for Smit, the success of Stairway Productions is built on more than just world-class equipment; it is about the people and the partnerships behind the scenes.

The collaboration with Ampco Flashlight Sales has been a cornerstone of this expansion. “The service and support we receive is exceptional,” concludes Smit. “It’s a relationship defined by short communication lines, proactive problem-solving, and support that goes far beyond the initial delivery of equipment.”

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