SWG Events upgrade to Martin Audio WPL



Long-standing Martin Audio rental partner, SWG Events, has upgraded its pro audio inventory with the acquisition of 24 of the large format Wavefront Precision WPL enclosures.

These form part of a Martin Audio package, along with 12 SXH218 subs and 24 XE500 floor monitors. Powering the WPL in 2-box resolution are Martin Audio iKON iK42 process-controlled, multi-channel amplifiers, part of an order for 17 iK42's, which will also be assigned to the XE500.

Stated SWG Events' Head of Audio, Simon Purse, "Everything came along at the right time, with me joining the company [from Martin Audio]. This coincided with SWG looking to buy a bigger, state-of-the-art system as an upgrade for their trusty W8LC, to put us back at the top end of the touring market, with higher tier acts."

The acquisition was sanctioned by SWG managing director, Alister Pook, in light of the fact the company had been forced to cross-hire during this summer's crowded outdoor season. "SWG has always been a Martin Audio house, and the fact that they were able to supply immediately from stock, plus our familiarity with the system, were major selling points," stated Purse.

On arrival the new system was deployed within 48 hours, enabling their sub-hired MLA to return to base. This was at the Rhyl Event Arena for a package show that featured James, Tom Grennan and Jack Savoretti. It then moved onto CarFest North on the Bolesworth Castle in Chester.

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Purse said that the choice of system size ticked a number of boxes. “A 12-box hang per side generally fits where we are at, giving us coverage for 5,000 up to 10,000-cap venue sizes.

“The Southwest has now got to the point where there is local availability to cross-hire so that we can scale up to a full arena system.” He said he was particularly pleased with the XE500. “I believe we are one of the largest stockists of the XE500 and I’d be happy to put these in front of anyone.”

In conclusion, Martin Audio UK sales manager, Peter Codron added, “SWG has been a loyal, and long-serving customer of Martin Audio for many years. Their ongoing support is further reflected in this latest investment in our new technology, and being part of the ever-increasing UK Wavefront Partner Network. It is also gratifying to know that they already have a number of events earmarked for WPL.”

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