Tech Ease Systems New Martin Audio Distributor



After enjoying a long and successful trading relationship with Tech Ease Systems across the East African countries, Martin Audio has formalised the partnership by upgrading the reseller to full distributor status. The picture above shows Paul Connaughton, Vincent Kasule, and Andy Duffield.

Founded by systems consultant Vincent Kasule, the company had been promoting the brand on an informal basis throughout Uganda, Kenya, Tanzania, DR Congo, Rwanda and Burundi from as far back as 2018. “Since then, we have seen opportunities mature and been able to make the brand more visible in our region and at the same time eradicate ‘fake’ products,” he says.

Against this background, Martin Audio EMEA Account Manager, Andy Duffield confirmed that Tech Ease Systems have now formally taken on distributorship across the above territories, with immediate effect. Speaking generally about the trading conditions, Vincent confirmed, “The market in the region has experienced a big upturn post-COVID. Music is a major part of African cultural expression, and demand for quality is growing in the region … especially in the House of Worship and Rental sectors. This points to a very bright future.”

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With their HQ in Kampala, and staff actively operating in the other countries in the region, Tech Ease Systems are perfectly placed to build on these foundations. In order to service major one-off concerts, featuring both international and local acts, they will be looking to establish Martin Audio's larger format systems. "There is already an entity in DR Congo that holds WPL, WPC, SXH, XE inventory, and we are in talks with others in Kenya that we hope to close in the first half of 2026," Vincent continued, adding that they will host both local and regional open days as well as edu-marketing and demo sessions to extend the outreach. They have also been liaising closely with Martin Audio's Product Support Group (PSG) for virtual systems training, and this will transition into physical training in 2026.

With other leading British brands, Allen & Heath and DiGiCo in Tech Ease Systems' distribution portfolio, Vincent is optimistic of creating a powerful synergy. "This is a great opportunity for us," he exclaimed. "Martin Audio is a well-respected brand in the region and we are excited to make the quality and consistency of Martin Audio readily accessible in our part of the world. "This means that the region can not only count on having top brand products readily accessible, but also the support. The timing is perfect and we expect to see a lot of growth. The team at Martin Audio have also been super-supportive, and I am excited by what the future holds."

Andy Duffield responded, "Over the course of a relationship stretching back to 2018, the team at Tech Ease Systems have consistently impressed with their technical competence, proactive sales and marketing, strong solutions and customer focused approach. Significant successes, together with the resulting uplift in brand awareness across their areas of operation - along with Tech Ease's obvious commitment to the brand - made the formalisation of the agreement a very logical and easy step to take for both parties and one which will provide great benefit our customers across Central and Eastern Africa."

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