

New Wharfedale Pro & QUAD U.S. Distributor



Wharfedale Pro and QUAD Industrial, the two professional audio brands of International Audio Group (IAG), announce the appointment of URE Marketing, Inc. as their exclusive distribution, sales and marketing partner for the United States. Based in Virginia and led by well-known industry face Jim Ure (pictured above), URE Marketing will support both brands throughout the USA, working closely with representative businesses, dealers and customers to develop new opportunities and strengthen their presence across the market.

Jim brings more than 35 years of professional audio industry experience and a long-standing connection with Wharfedale Pro, having first worked with the brand's products in the early 2000s. Wharfedale Pro brings an established global reputation in professional loudspeakers, amplifiers and sound reinforcement, while QUAD Industrial is IAG's new brand focused on fixed commercial audio installation. For both brands, the new partnership represents an exciting new chapter in the USA, combining established product and engineering expertise with dedicated local sales, marketing and customer support.

"We are delighted to be working with Jim and URE Marketing. Jim knows the industry, knows the U.S. market and, importantly, has a genuine passion for both Wharfedale Pro and QUAD Industrial and the opportunities ahead. We are looking forward to supporting him and our U.S. representative network as we continue to develop both brands across the country." said Danny Clarke, Business Development Director. Simon Godfrey, Sales Director at IAG Professional added "A big welcome and congratulations to Jim Ure on this exciting milestone! Partnering with Jim and URE Marketing marks a significant step forward for our expansion and long-term

growth strategy.”

Jim Ure, President of URE Marketing, Inc., continues: “I first started working with Wharfedale Pro products in the early 2000s, and I’m thrilled to be heading up the brand’s U.S. sales and marketing nearly 25 years later. Wharfedale Pro has a strong reputation worldwide, while QUAD Industrial brings that engineering heritage into the installed sound market, and my focus is to make both brands easy to specify, stock and support throughout the U.S.”

With URE Marketing providing focused support for representatives, dealers and customers throughout the USA, the partnership will concentrate on developing new business, strengthening existing relationships and bringing the latest Wharfedale Pro and QUAD Industrial products and solutions to an even wider market.

www.wharfedalepro.com