Van Damme appoints Pro-Sound and Light



Van Damme has expanded its distribution network with the appointment of Pro-Sound and Light as its exclusive partner to cover Georgia and Armenia. The appointment provides Van Damme's first dedicated local presence to support customers in both countries. Pro-Sound and Light is an established distributor and systems integrator with a deep understanding of the challenges and complexities of the local market in both Armenia and Georgia. Van Damme joins a high-level roster of international AV brands that the company already represents, including Electro-Voice, Kramer, Eve Audio, Avonic and Dynacord to name a few.

"We are delighted to name Pro-Sound and Light as our exclusive distributor for Armenia and Georgia," said Adam Jafrabadi, Export Director at Van Damme. "We know that these countries are part of an important and growing market with huge opportunities in the expanding ICT space as well as our traditional heartlands of live production and recording. Having a partner on the ground of the quality of Pro-Sound and Light will position us well to deliver the complex cabling infrastructure these projects require."

"Van Damme is the gold standard when it comes to high-end cables," added Yeghishe Petrosyan, CEO and Founder of Pro-Sound and Light. "The kind of

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innovative solutions that Van Damme builds, combined with its understanding and responsiveness to customer needs will ensure that we can serve the local market well. We see huge potential for Van Damme with the projects that we work on as well as a demand from the local production industry. We are sure that we will help the brand to rapidly grow its foothold in Armenia and Georgia."

Pro-Sound and Light has already received its first shipment of Van Damme cables with tour grade speaker cables, pro grade instrument cables, microphone cables and single pair installation cables all available now.

www.van-damme.com

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