7Hertz New EM Acoustics Distributor

British manufacturer of professional audio solutions, EM Acoustics, has announced its partnership with 7Hertz, a prominent supplier of audio technology across the Middle East. This partnership will strengthen EM Acoustics' reach into new markets and bring the brand's high-quality portfolio of loudspeakers, including point sources, line arrays, subwoofers and related electronics, to new audiences. The picture above shows the 7Hertz team, consisting of Rami Bou Hadeer, John Parkhouse, Rabih El Masri, Chadi El Masri, and Sylvia Delos Reyes.

"We are thrilled to announce our partnership with 7Hertz, who are truly aligned with our ethos in terms of their expertise and their commitment to quality," says Roger Harpum, Business Development Manager at EM Acoustics. "We are excited to introduce our product portfolio to this rapidly expanding market with such an outstanding operation, and we trust in Chadi, John, and the expert team at 7Hertz to uphold our high standards."

Established in 2009, 7Hertz is a leader in the professional audio market in the Middle East region, operating across Bahrain, Lebanon, Kuwait, Qatar, Oman, Saudi Arabia, and the United Arab Emirates. Representing a broad range of leading technology brands, 7Hertz shares EM Acoustics' commitment to providing the highest quality customer experience, in terms of both product and support; shared values that the two companies discovered during an initial meeting at the EM Acoustics factory in Surrey, UK.

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“When we met with EM Acoustics, it was clear from the outset that our outlooks were well aligned in the full sense, and that they have some genuinely exciting products,” confirms John Parkhouse, CTSO at 7Hertz. “There’s a long-standing tradition of proper R&D behind what they do, built over many years of focus and commitment, growing steadily from humble beginnings to a strong and growing global reputation for quality.

“What really made the difference was spending two days with Ed, Mike and Roger at their UK facility. Chadi and I were able to see the manufacturing process up close, impressive in every respect, and the level of attention to detail throughout stood out clearly. Everything is grounded in solid engineering, with a clear focus on one thing: voicing. The EMS range is versatile, amplifier agnostic, and works without needing DSP. Then we stepped into the Reference Series, where the focus on voicing went to another level entirely. I would go as far as to say they are sublime; these speakers are exceptional.”

Looking ahead, the team at 7Hertz is committed to highlighting the potential of EM Acoustics products for use cases ranging from fixed installations to theatres and rentals at their facilities in Dubai, UAE. With a dedicated demo kit already in place, 7Hertz are anticipating a strong response from clients in the region. “I’ve got no doubt that EM Acoustics will not just meet but exceed expectations,” says Chadi El Masri, CEO and Founder at 7Hertz. “We’re all about long-term partnerships, and with a brand this solid, the future looks bright. We’re excited for what’s ahead!”

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