ApexPro New Electro-Voice & Dynacord Distributor

ApexPro has been announced as the sole distributor of Electro-Voice and Dynacord for Southern Africa. ApexPro is the distribution arm of the Prosound Group, giving the distributor a relationship with the brands that spans more than 50 years. The picture above shows Christian Gress, Justin Acres, S. Khumalo and M. Malherbe.

“We are delighted to name ApexPro as the sole distributor for Electro-Voice and Dynacord in Southern Africa,” stated Christian Gress, Sales Director Export EMEA at Electro-Voice and Dynacord. “The team there has always worked hard to make both brands successful across the region and played a key role in some of the most important projects in our history. Their combination of technical understanding and customer focus make them the perfect partner for this region.”

“Electro-Voice and Dynacord are part of ApexPro’s DNA,” added Justin Acres, Director at ApexPro. “These brands are deeply embedded in the history and evolution of our business and represent far more than products within a portfolio. Electro-Voice and Dynacord are robust, well-engineered brands that align naturally with the Prosound Group’s system design philosophy. The partnership is grounded in shared values – strong R&D, intelligent engineering, and a passion for audio that delivers meaningful emotional impact when correctly implemented.”

The appointment has been designed to provide clarity to the Southern African market. There had recently been a period of dual distribution which this new relationship now replaces. “With the new, simplified distribution model, the channel has been cleaned up, partner confidence has been strengthened, and customers can once again engage with the brands knowing there is clear, stable and fully supported representation through ApexPro in Southern Africa,” explained Acres.

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Looking to the future, ApexPro will continue to grow both brands' market share with a focus on customers, system performance and long-term brand integrity. "The company will continue expanding the brands through targeted sector engagement, improved customer experience and strategic alignment with the MI sector (Bricks & Mortar as well as online), systems integrators, consultants and rental partners across the continent," noted Acres. "The outlook is extremely positive. Both brands continue to evolve in ways that align closely with ApexPro's long-term strategy in Southern Africa. With renewed alignment, a clean distribution model, and a shared vision for growth, the partnership is well positioned for its next chapter. "

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