

FBT Audio (UK) New Ultimax Distributor



FBT Audio (UK) has been named as the new distributor for Ultimax in the UK. The brand was recently acquired by Mark Parkhouse and has been relaunched to bring its range of DJ booths, stands and accessories back to the market. Ultimax built its reputation on quality components and innovative design. The relaunched brand offers a variety of solutions ranging from stands for mics, speakers or laptops to trolleys, carts, speaker poles and even full DJ booths.

“Ultimax stands are meticulously designed to provide the ultimate support for your valuable equipment, whether it’s a presentation booth for DJs, a safe home of a state-of-the-art speaker system, or a haven for the microphone of an exuberant frontman,” stated Parkhouse. “Crafted with precision engineering and using only the finest materials, Ultimax stands not only elevate your equipment but also elevate the aesthetic appeal of any space they adorn. I take a huge amount of pride in being the new custodian of this iconic brand.”

“It was tough letting the brand go,” added the original designer and owner of Ultimax, Andy Tain. “We had spent a few decades building up what was recognised as a premium manufacture of quality stands and accessories. It was our baby and it was innovative. But we were ready to move on to another major project outside of the light and sound industry and so when it came to the time to let the brand be taken over by someone else, Mark Parkhouse was the obvious choice. He is passionate, hardworking and has big plans to not just rest on its history but to take it on to a whole new level.”

The start of these plans has seen Parkhouse name FBT Audio (UK) as the new

distributor for the UK. The new distribution partner will be actively targeting the vibrant MI and DJ market in the country, leveraging its deep connections and knowledge in these sectors.

“FBT Audio (UK) is the right home for Ultimax in the UK,” stated Parkhouse. “The depth of knowledge combined with the premium customer service means that the UK market will be well served. This is the first step in the next chapter of Ultimax, and the partnership with FBT Audio (UK) provides the perfect platform for the plans we have.” “It's a joy to see Ultimax back on the shelves,” concluded Tain. “I wish them all the best in the new Ultimax venture, I think it will be a total success.”

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