

## New Hosa Technology Distributors for Australia & New Zealand



Hosa Technology, a provider of analog and digital connectivity solutions for the musical instrument and professional audio/video industries, has appointed the Rowville, Victoria, Australia-based Link Audio and Auckland, New Zealand-based Webb Enterprises Ltd., as its newest distributors for Hosa Technology products. The announcement was made by Mayumi Allison, CEO of Hosa Technology, and underscores the company's long-term strategic business plan for ongoing expansion and growth. This latest news follows closely on the heels of the appointment of industry veteran Derek Snyder to the position of Global Sales Director.

Link Audio, established in Australia in 2015, has grown to become a prominent specialist in professional audio and high-tech product distribution. Representing an impressive portfolio of industry-leading brands such as Apogee, PreSonus and SPL, Link Audio is committed to delivering innovative and high-quality audio solutions. As a dedicated strategic partner to its reseller network, Link Audio focuses on fostering strong relationships and providing comprehensive support to ensure its distribution brands maintain a prominent position in the minds of end users. By combining expertise with a customer-centric approach, Link Audio continues to set benchmarks in the professional audio distribution industry. Commenting on adding Hosa Technology products to their product offerings, Managing Director Michael Jago stated, "The last piece missing from our complementary brand list was a professional range of cables, and if you are going to add that last piece, then surely you do it with the market leading brand. That brand without question is Hosa Technology. Hosa has been the dominant player in Australia's MI accessory business for well over 20 years and provides the most comprehensive range of cables and adapters on the market. Link Audio is very proud to continue Hosa's market-leading tradition and build on it in the years to come."

Since its establishment in 1986, Webb Group has been a trailblazer in New

Zealand's musical instrument (MI) industry. Guided by core values that remain unchanged, the company prides itself on being founded and operated by musicians, for musicians. In addition to its flagship Rockshop retail brand, Webb Group also encompasses KBB Music, New Zealand's leading retailer of classical instruments since 1888. Through a network of 30 retail stores, two e-commerce platforms, and wholesale distribution to resellers nationwide, Webb Group has been a trusted provider of Hosa Technology products in New Zealand for many years. Now as Hosa's exclusive New Zealand distributor, Webb Group can further expand distribution as Hosa Technology becomes a mainstay cornerstone of the Group's accessory business, valued for its extensive product range, exceptional quality and outstanding market reputation. "Webb Group is pleased to be working directly with Hosa Technology to continue offering the range to our customers and grow the business in our market," stated Leon Dahl, Senior Product Manager, Webb Group.

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