New Ownership at Avlex



L-R: Gene Williams, Philip Van Peborgh

AV industry veterans Gene Williams and Philip Van Peborgh have become the new owners of specialist microphone distributor Avlex. The company represents a range of microphone brands, including MIPRO, Superlux and Avlex and has been acquired from founder Richard Looney.

“After 25 wonderful years, the next chapter of Avlex's history will be written by new leadership.” said Looney. “Gene and Phil have experience working for manufacturers, setting up distribution channels and as sales reps. I know that they have a vision to grow Avlex and I wish them both the best.”

The new ownership team is also excited about what the future holds for Avlex and plan to further develop the company in its next phase. “We are both excited about building on the foundation that Richard and the team have put in place,” noted Williams. “We look forward to continuing the relationship that our dealers and the Avlex team have enjoyed over the past 25 years.”

Avlex’s major manufacturing partners also see the move as positive news for their brands in the US. "We have enjoyed a long and fruitful relationship with Richard, Jim and the team at Avlex,” stated President of MIPRO, Solomon Chang. “We are

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excited to work with Gene and Phil as they begin the next phase of MIPRO's growth in the US."

"We are excited to continue our relationship with Avlex under Gene and Phil's ownership," added Nico Teng of Superlux. "Superlux has grown in the US thanks to Richard, Jim and the previous team and we look forward to building on that foundation."

The new ownership team is already in place and working hard to continue the growth of Avlex and the brands it represents. Avlex Inc is based in Knoxville TN with offices in Kansas City, Chicago and Nashville.

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