

Asimetrik New SSL Distributor for Turkey



Solid State Logic announces the appointment of Asimetrik as its exclusive distributor for Audio Creation Products (ACP) in Turkey. Effective immediately, Istanbul-based Asimetrik will provide local reach into retail channels on behalf of SSL across Turkey, providing support across the company's ACP products while serving the company's end-user customers.

The new distribution appointment will cover SSL's entire line of ACP products, including its SiX and BiG SiX desktop mixers, award-winning range of USB audio interfaces, hardware processors and more. Asimetrik, which also has offices in Ankara, Antalya, Astana and Doha, is a multi-disciplinary firm consisting of engineers, designers and sales operations and is known for its excellence in distribution, systems integration, project management and consultancy throughout the region.

Genevieve Little, Sales Executive of Audio Creation Products for SSL, commented on the appointment: "We're very excited to announce our partnership with Asimetrik. We believe their expertise and reach into the wider Turkish retail market will be a real asset in delivering and supporting our range of Audio Creation Products locally."

Ugur Dogan, Sales Manager, Asimetrik, added: "We are honoured to become the official distributor of Solid State Logic Audio Creation Products in Turkey. This partnership is a testament to our commitment to providing the highest quality audio solutions to our clients. Solid State Logic's innovative technology and industry leadership align perfectly with our vision, and we are excited to bring their world-

class products to Turkey's vibrant audio production community."

Founded in 2000, Asimetrik is an Istanbul-based distributor that provides solutions in professional sound, lighting and visual systems. The company is committed to providing exceptional service and the highest standard of quality for its customers around the world.

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