

## Mejor Sonido Become Martin Audio's First Distributor in Ecuador



Martin Audio has appointed Quito-based Mejor Sonido as its new distributor for Ecuador - the first time the British brand has had direct representation in this South American country.

The move was confirmed by Berenice Gutierrez, director of Pro Active Latin America and Latam Sales for Martin Audio, who handle all Martin Audio's sales activity on the continent. "This is the first official distribution partner in the country and I'm proud to get them on board, and into the LATAM Distributor Partnership," she exclaimed.

She said the groundswell of interest had been building in the country for some time. "Martin Audio had been approached by several system integrators, rental companies and major distributors due to the wider product catalogue and solutions that the brand has developed in recent years, covering markets such as Installation, Rental / Touring, Broadcast and MI."

After deliberation, Mejor Sonido were appointed. "We are proud to get the support

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of Ernesto Vallejo, Lorena Parra, Dave Escobar and Eduardo Leon at Mejor Sonido, who already report a high level of customer support in their country, notably with BlacklineX Powered. During the pandemic this has received great feedback from their team and market.”

Ms Gutierrez said she had known the Mejor Sonido family for many years, adding that the company now had the experience to unite the entire Martin Audio community under the manufacturer's new business model “with a multicellular powered line array on the one hand and any of our other new systems on the other.”

Aside from their experience in touring and MI, the new distributor had also been working with key SI's. “We are really confident that after the COVID pandemic that this will put us even closer to them. The pandemic will finish at some point and meanwhile we are taking advantage of Spanish webinars and one-to-one training of the Mejor Sonido team, with a view to Martin Audio appearing on more riders and in company plans in the future. We hope to get back to the previous normality with clinics, master classes and product presentation as soon as the lockdown is over.”

“Pro Active LATAM are giving us total support with forums, and seminars, and generally supporting us 24/7,” confirmed Dave Escobar, Martin Audio Product Specialist at Mejor Sonido. This activity includes seminars, roadshows, advertising, online e-commerce, as well as online forums, working out of their bases in Quito and Guayaquil.

And Mejor Sonido Owner and Managing Director, Ernesto Vallejo, summarised, “We are facing difficult times but will continue with our best efforts to work with top brands who believe in us, such as Martin Audio. I'm confident that once we are over [the COVID pandemic], we will be able to offer great solutions for our clients with brands such as them.”

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