

EAW and dB Technologies Support Each Other With Distribution In Their Home Regions



By distributing each other's products in their home regions, Eastern Acoustic Works (EAW) and dB Technologies will better serve their customers and position themselves for growth into 2021.

"The dB Technology and EAW brands offer exceptional innovation and value to their customers and deserve the best chance to grow globally," says Arturo Vicari, RCF Group CEO. "A lack of unified distribution in Europe has held EAW back here for years and the star power of EAW will be a big part in lifting the image of dB in the U.S., exposing the brand to even more customers."

As of January 1, dB Technologies will become the exclusive distributor of EAW products in Europe and EAW the exclusive distributor of dB Technologies in the U.S. This agreement provides customers in each region with local order fulfillment and product support, leveraging the RCF Group's extensive presence in both markets to support its growing customer base.

dB Technologies General Manager, Giovanni Barbieri, states: "First of all I want to thank AMS and all the amazing people we have worked with for five years. Thanks to them, we have grown considerably in the U.S. market and have been on an incredible journey full of professional and human satisfactions. We are now ready to start a new journey with our group company EAW; we look forward to an exciting new adventure and are proud to be a part of this new collaboration."

"Despite many difficulties over the years, our European partners have remained committed to the EAW brand," says EAW CEO Marco Breda. "It is with a grateful heart that we look to supporting them better with local warehousing, an experienced top-notch sales team and product support through dB Technologies."

www.eaw.com

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