

Atempo New Martin Audio Distributor



Martin Audio has strengthened its global reseller network with the appointment of Atempo as its new Turkish distributor. Established in 1985 from a base in Ankara, with offices in Antalya and Istanbul, it today has more than 145 personnel and provides full technology packages across all market segments.

The addition of Martin Audio to their already impressive distribution portfolio is a significant step, according to co-owner and CEO, Volkan Konuralp. "We have recognised the constant improvement of the brand and development of the Martin Audio portfolio since their acquisition by Focusrite and we believed the products would fit perfectly with our current portfolio and customers."

Thus back in late November they initiated talks with the British manufacturer, proposing the idea of a partnership deal for Turkey, which took effect at the beginning of January. Martin Audio's International Sales Director, Brad Watson, was highly receptive to the idea. "Atempo are a well-established family run organisation, serving a broad range of vertical markets," he recognised. "The business has close

to 40 years' worth of experience in the pro and commercial audio markets in Turkey and its affiliated regions."

Atempo's priority will be to reinstate the brand's profile in both the touring and installation markets. "While Martin Audio has good brand recognition, in Turkey it has largely been based on an image of the past. We aim to highlight the company's forward-thinking brand values and portfolio to grow its market share," notes Mr. Konuralp. He believes that with products such as TORUS, Wavefront Precision and BlacklineX in particular, they have all areas of performance covered, particularly at the top end of touring where they hope WP will influence local riders. Atempo are now eager to start marketing the brand, which is expected to take place through a coordinated programme of roadshows and social streams. At the same time they will integrate Martin Audio into their in-house and ongoing freelance training programmes.

In summary, Volkan Konuralp couldn't be more positive about the new alliance. "Strong and long-lasting partnerships are built on honesty and open communication, and this is exactly what we have felt and seen in the Martin Audio family. We are greatly looking forward to the journey ahead." The final word comes from Brad Watson. "There is no better partner for us, and we are proud to have Atempo on board as part of the #MartinAudioFamily."

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