

### aDawliah New Powersoft Distributor for Saudi Arabia



I-R: Zuhair Sarhani, Adnan Al-Braikan, Fabrizio Romano Bolzoni, Mostafa Al Khalaf, Varun Jagger

Powersoft is expanding its global network by welcoming aDawliah Universal Appliances as its newest distributors in the rapidly growing GCC market. The addition of a new local representative will help support the development of the Powersoft brand in the Middle East. Based in Riyadh, aDawliah was established in 1979 with a mission to provide pro audio products and services to its customers who create original audio experiences for their clients. The new distributor is already planning to provide the market with product demos and regular training, with a particular customer focus on presales, design and onsite support while further growing Powersoft's brand awareness through seminars and exhibitions in Saudi Arabia.

"I have strong confidence in the potential of our market, considering the rapid development in the entertainment sector, which has a direct impact on the audio industry. Our goal for Powersoft is to establish it as one of the leading brands here in Saudi Arabia, all while delivering exceptional service to our customers," states Zuhair Sarhani, brand manager at aDawliah Universal Appliances.

"The GCC region, and the Middle East in general, is growing exponentially and the appointment of aDawliah Universal Appliances will help address the specific needs of certain verticals and applications. We're very pleased to welcome them on board," says Varun Jagger, EMEA sales manager at Powersoft.

## **Powersoft appoints aDawliah as Saudi Arabia Distributor**

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“It’s important for Powersoft to have distributors with complementary competencies. Our products are the backbone of solid audio systems, delivering excellent audio quality, reliability and ease of use. The supplement of our wide range of amplifiers will enable aDawliah Universal Appliances network of dealers and integrators to pass these benefits to their clients and end-users.”

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