



PRESS RELEASE

Beringen, Belgium, 27th September, 2022

Intersonic To Distribute APEX in Sweden and Finland

APEX has named Intersonic as its exclusive distribution partner for Sweden and Finland.

Intersonic will manage the sales, promotion, and support for APEX's award winning CloudPower remotely managed installation amplifiers from its offices in Stockholm, Gothenburg, and Espoo. The LLB exhibition in Stockholm (October 4th – 6th) offers customers an early opportunity to see CloudPower in action on the Intersonic booth.

“Intersonic is a first-class distributor with impressive facilities and a knowledgeable team of pro AV specialists,” comments APEX managing director, Paul Van Hees. “As we grow our distribution network, our top priority is to form long-term partnerships with companies that can provide expert support from an initial enquiry right through to ongoing technical backup. With Intersonic we’re confident that our customers in Sweden and Finland are in the very best hands.”

“We’re thrilled to add APEX to our portfolio of world-leading brands,” adds Mika Pynnönen, CEO of Intersonic Oy and Intersonic AB. “The ability to monitor and control the amplifiers in the cloud brings something new and exciting to our clients and is a great fit with our other ranges. We see a bright future for APEX and CloudPower in the Swedish and Finnish markets.”

This latest distribution partnership is effective immediately and was facilitated by Alain Boone of Audires, APEX's EMEA sales agent.

www.apex-audio.be

www.intersonic.se

www.intersonic.fi

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About APEX

APEX is a professional audio and AV equipment manufacturer, supplying innovative, high-quality products to system integrators and audio engineers around the world.

From our latest CloudPower Class-D installation amplifiers to our LIVIAU touchscreen solutions, all APEX products are underpinned by our mission to create smarter, more efficient, more powerful solutions for fixed installation and AV.

We're proud to develop, assemble and rigorously test every APEX product at our facilities in Belgium. By controlling every stage of the product's life from concept to aftersales support, we can be sure that each product bearing the APEX name upholds our reputation for build and audio quality.



Anders Schärer and Stefan Ljungkvist Intersonic AB.

