

## **Stage Audio Works launches AV Distribution**



L-R: Ashley Coleman, Mike Summerfield

In a move to streamline operations and better delineate specific roles and functions, South African professional audio, AV and broadcast specialists Stage Audio Works has launched AV Distribution, a new company dedicated to managing those markets chiefly served through a reseller/integrator channel. Anything that is project-based will remain the remit of Stage Audio Works. The executive and management teams of the Stage Audio Works group remain unchanged and the company continues to invest in the market with the ongoing development and expansion of local manufacturing under its Stage Plus and Pixel Plus brands.

According to SAW CEO Will Deysel, the decision to form AV Distribution was a logical evolution of the process already started in March 2021 when the company restructured its sales operation into two distinct verticals – namely Projects and Distribution. The creation of a separate company sees the process through to its conclusion.

“We’d already concluded that having separate teams would allow us a better focus on the specific needs of each vertical, and our experience since March last year has borne that out,” explains Deysel. “The requirements for each vertical are really very different, so it made complete sense for us to give the distribution wing its own identity and a certain measure of independence by creating a new company. Whilst remaining part of the Stage Audio Works group with access to all the resources that

we have to offer, AV Distribution has its own website, its own branding and of course its own team who will be focused specifically on the needs of the reseller/integrator channel.”

Ashley Coleman will be taking on the role of General Manager whilst Mike Summerfield heads up sales. The markets served by AV Distribution are principally those of corporate AV, education, retail and hospitality. Anything not served by the integrator/reseller channel remains under the auspices of Stage Audio Works.

“This is an important step in the growth and development of the Stage Audio Works group,” concludes Deysel. “We now have dedicated teams concentrating on the specific needs of their markets, complete with their own branding and own identity. We are stronger and more focused than ever, and we’re excited by the possibilities ahead. Thank you to our loyal customers for their continued support and we look forward to building together.”

[www.avdistribution.co.za](http://www.avdistribution.co.za)