

PMC Appoints Bluesound as Its Hungarian Distributor For Its Studio Products



I-R: Dan Zimbelman, Thomas Csernus

UK manufacturer PMC has appointed Bluesound as its distributor in Hungary, with responsibility for its entire range of professional audio range including its recently launched compact active near and mid-field monitors.

Based in Budapest, Bluesound was established in 2004 by Managing Director Thomas Csernus. The company represents many of the world's top pro audio brands such as API, ART Proaudio, Audix, Cranbourne Audio, DPA Microphones, Drawmer, Furman power, Lectrosonics, Optogate, RME and XTA.

Jeff Willcocks, PMC's CEO, says: "Our new range of Active monitors are generating a great deal of interest around the world and to capitalise on this we need high calibre distribution partners such as Bluesound. Thomas and his team are ideally placed to represent PMC in Hungary because they have in-depth knowledge of their own market and a genuine appreciation of PMC's high quality product range. We are delighted to be working with them and look forward to a strong relationship going forward."

Csernus will work closely with Dan Zimbelman, PMC's Senior Export Business Development Manager, to introduce new customers to the PMC range.

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“PMC products definitely fit into the top end of our product ranges,” Csernus says. “I first came across the brand two years ago when I heard PMC twotwo6 speakers at a rental company and the sound of the was just amazing. It was love at first listen. Then a year later I listened to PMC’s IB1 monitors and once again I was blown away. I knew it was a brand I had to pursue so I started a conversation with the company, and I am now delighted to be in a position to introduce them to customers in Hungary.”

Together with larger PMC monitors such as the QB1, BB6, MB3 and IB2 models, Bluesound will also stock the company’s new PMC6, PMC6-2, and PMC8-2, along with their associated subwoofers the PMC8 SUB and PMC8-2 SUB.

“The modularity of PMC’s new products will definitely make our job easier because they give customers a very straightforward upgrade path,” Csernus says. “A customer can hop on the PMC train with a pair of PMC6-2, for instance, and later buy the 8-2 subs to create an extraordinary 6-2 XBD monitoring system.”

He adds that Bluesound’s proactive approach to sales and marketing will undoubtedly help consolidate awareness for the PMC brand in Hungary.

“The more we talk to people, the clearer it becomes that there is a good solid foundation for brand awareness,” he says. “But I really want to take it to the next level and make PMC a household name in studio monitoring here in Hungary.

www.pmc-speakers.com
www.bluesound.hu