



FOR IMMEDIATE RELEASE

## AudioControl Appoints New Sales Reps for Two Midwest Regions of the US

**Seattle, WA, February 15<sup>th</sup>, 2024** – AudioControl® ([audiocontrolpro.com](https://audiocontrolpro.com)) has appointed two new independent sales rep firms for the Midwest region of the US, including Sales And Marketing, Inc. for the state of Michigan and AWA Reps, Inc. covering Western Pennsylvania, West Virginia, Ohio, Indiana, Kentucky, Minnesota, and both North and South Dakota.

### Sales and Marketing, Inc.

Sales and Marketing, Inc. is based in Kalamazoo, Michigan and has been bringing the finest custom installation and high-performance audio solutions to dealers and integrators in Michigan for over a decade. “Our team is passionate about helping our manufacturer partners and our customers find success through focused sales and education programs here in Michigan,” stated Principal Sami Al-Saadi. “I am excited to offer AudioControl’s outstanding multi-zone amplifiers and home cinema products to our network of A/V specialists throughout the territory.” Sales contact: [sami@samireps.com](mailto:sami@samireps.com)

### AWA Reps

Founded in 2009 with a showroom in Elmhurst, IL. and a team of nine territory managers and account managers located across the Midwest states, AWA Reps provide the products and services A/V dealers and custom integrators must have to best serve their clients in three market segments; security, audio/video, and contract hardware (access control solutions). Services include extensive product training (sales, installation, end user), site surveys, complete system designs, and more. “Our company stands for outstanding customer service and follow through, with exceptional products and support services that help us stand out—especially to our customers across the Midwest,” explained Andy Spolar, Managing Partner, AV Division at AWA Reps. “We are excited to add the award-winning distributed audio and home theater products from AudioControl to our best-in-class mix of A/V products from AVPro Edge as the ultimate complete solution for our dealers.” Sales contact: [andy@awareps.com](mailto:andy@awareps.com)

“AudioControl is excited to work with these two excellent firms, who have established relationships with top integrators and home theater specialists across their respective territories,” stated Chris Kane, Vice President of Sales & Marketing at AudioControl. “We are confident that both Sales and Marketing, Inc. and AWA Reps will increase brand visibility and elevate sales for AudioControl through outstanding service and support for which they are both well known.”

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### About AudioControl Pro

AudioControl Pro is a leading designer and manufacturer of innovative high-performance audio solutions for residential and commercial applications based in Seattle, WA since 1977. An AVPro Global company, AudioControl's multi-award-winning product lineup includes power amplifiers, multi-zone amplifiers, network amplifiers, 70-volt amplifiers, single-zone amplifiers, subwoofer amplifiers, AV processors, AV receivers, and AV signal extenders. AudioControl is also known for providing award-winning customer service, technical support, and other support services on behalf of their dealers and end-users worldwide. For more information visit [audiocontrolpro.com](https://audiocontrolpro.com).

**Media Contact:**

Micah Sheveloff / WIRC Media

(727) 258-4770 / [wirc1@wircmedia.com](mailto:wirc1@wircmedia.com)