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Press Release

October 2023, Stirling NJ: Waves System is proud to announce the appointment of Stirling Communication Supply Co as their exclusive distributor in the U.S. The collaboration marks an important milestone in Waves System’s commitment to expand their presence in the U.S market.

Excited about the new partnership, Stirling Communications Supply Co is eager to introduce Waves System’s products in the North American market. With over a decade of experience in importing European brands across the Atlantic, Stirling’s familiarity with the U.S. trends and consumer behavior is the leverage Waves System needed to get access to a broader network and customer base.

“We are thrilled to add Waves System to our portfolio, we know their products and solutions will receive an enthusiastic welcome amongst our customers” commented Frank Culotta, Stirling Communications Supply Co’s CEO.

“Waves System’s expertise and products offering is the perfect combo we look when choosing our partners, we are glad to have the opportunity to collaborate with them and help them reach new goals!” added Daniel Pilar, General Manager at Stirling.

Thierry Roger, Waves System president, recounts: “Our successful participation to InfoCOMM 2023 generated a great deal of interest in our product offering from all different market verticals.” “The partnership with Stirling Communication Supply and their extensive market knowledge” continues Roger “will bring Waves System Media Player Solutions to the forefront of the U.S. markets.”



More about Waves Systems:

Waves System designs, develops, and manufactures the most complete range of A/V media players for background music, message announcement, interactive digital signage, media broadcast and immersive multi-sensorial experiences. Based in France, Waves System extensive catalogue includes Hypersound, the most directional speaker systems available in the market today. Focused on product reliability, 24/7 customer support and powerful yet user friendly managing software, Waves System has gained the trust of all the customers in the most challenging market segments.

More about Stirling Communications:

Stirling Communications Supply Co is a well-established value-added A/V distributor specializing in specializing in importing and wholesaling carefully selected Audio-Visual brands throughout the United States. With their dedicated Sales and Support Team, the distributor offers multiple services including, product/brand introduction, market research and analysis, product expertise, sales, and customer support.

Over the past decade, Stirling has helped multiple brands develop, expand, and succeed in the U.S.