Bubbly beginning of the new year for FaitalPRO

Two shows, ready for a third, a prestigious award and a very important agreement.
The new year starts off in a fever of activity for the Milanese professional loudspeaker manufacturer, FaitalPRO.

First of all, with the NAMM Show in January, in California.
Flavio Naggi, Overseas Sales Manager states: “A great show, as per tradition. We had the chance to see most of our Caribbean and Central / South American distributors again which, in this last year, have demonstrated great appreciation towards our products, thanks to the characteristic FaitalPRO quality that allowed a smooth introduction of the brand into their markets. Also visiting Anaheim, even most American OEM clients that implement our professional loudspeakers in various SR and MI areas.
The FaitalPRO booth hosted 4 brands with their enclosures at the US exhibition:
Bassmaxx of Austin, Texas is one of the first OEM manufacturers and a customer since 2006; Bill Jenkins Sound, dedicated to the MI and recording markets; Elektron Acoustics, a new Californian company, with cabinet kits exclusively equipped with FaitalPRO components; OAP, North American, from the state of Georgia, with “multi purpose” enclosures, monitors and sub-woofers also equipped with FaitalPRO loudspeakers.

Products being launched
Released a new high-frequency driver, the HF 104, with a 37mm voice coil, 1” mouth; an annular ketone-polymer diaphragm that guarantees a more linear response and the possibility of better control with the application of horns and other wave guides.
Two new super-woofers: the 15XL1400 and 18XL1600, with completely redesigned magnet assembly structures that now flaunt great advantages in power, thermal and noise control.
Fresh additions to the “FE” family based on ferrite magnets and pressed steel baskets with the new FE200, 6”, 8”, 10”. Medium power loudspeakers, ranging from 130 to 150 W, with excellent performance and competitive prices. Implementing 37mm (1.45 in.) voice coils and boasting an efficiency between 95 and 96 dB.
A new 100mm full-range was developed, based on the mechanic structure of the 3FE20 model, called the 4FE30 for its larger size, at 100mm (4”). Neodymium magnet assembly with 19mm voice coil diameter and fiberglass diaphragm. It boasts a fuller mid-low frequency response, 100÷20000 Hz.

In January

A prestigious new victory for FaitalPRO: in fact, the 15XL 1400 model was awarded the “Readers Choice Product Award” by ProSoundWeb/Live Sound International with thousands of votes extracted in this second edition (13 January 2011). The 15” super woofer was the most voted by the Pro Audio market community, while the 18XL 1500 model had been the winner of the past edition, and predecessor of the current 18XL1600.

In February

In the meantime, FaitalPRO professional loudspeakers were also exhibited at the at the ISE in Amsterdam, thanks to the new and very important strategic collaboration with the pan-European distributor, Adam Hall, and their booth at that show.

The ISE during the first week of February was the occasion for the first “combined presence” of Adam Hall and FaitalPRO to bind the already announced agreement for distribution in various European countries.

The partnership agreement between the famous German professional audio specialist and the Italian FaitalPRO was tied in December thanks to a mutual vision of the market and the future. It created the occasion to meet various European clients.

In April

Although being an important event for Pro Audio fans, the NAMM 2011 was not the only occasion for FaitalPRO to display their various novelties in store: actually, most of the new entries for 2011 will be officially presented in April 2011, at the Frankfurt ProLight+Sound.