

Bose Professional Expands Ireland Distribution Network with Peats Partnership

BOSTON, MA — July 22, 2026 — [Bose Professional](#), a leading provider of world-class audio solutions, today announced the continued expansion of its global hybrid sales model by welcoming [Peats Wholesale Ltd.](#), Ireland's leading consumer technology and Audio-Visual (AV) distribution company.

Peats joins Bose Professional as part of the company's growing hybrid sales model, integrating dedicated, in-house sales leadership and engineering with a network of best-in-class distributors worldwide. This strategic evolution is designed to deliver deeper regional engagement, streamlined access to technical resources, and a highly responsive partner experience from initial system design through final deployment.

"Our partnership with Peats is a milestone in our mission to deliver unparalleled local service and responsiveness in the Irish market," said Hans Vereecken, Vice President of International Sales, Bose Professional. "By combining Peats' deep-rooted regional relationships with our advanced technical expertise, we can provide the dedicated, boots-on-the-ground support our customers need to execute complex projects with absolute confidence."

Based in Dublin, Peats connects global brands with Irish retail networks and professional AV/IT integrators. For the first time in Ireland, integrators and end user's will be able to visit the Peats Wholesale Experience Centre and listen to the full line-up of Bose Professional solutions. Alongside its extensive product portfolio, Peats provides end-to-end technical expertise, including system design, product training, and after-sales support across the retail, corporate, education, and hospitality sectors. Bose Professional product support and training will be available on site in partnership with the Bose Professional UK & IRL Team, with products available over the counter or for next day delivery.

"We are genuinely thrilled to deepen our relationship with Bose Professional as their tier one distributor for the Irish market," said Geoffrey Peat, Managing Director of Peats Wholesale Ltd. "Adding Bose Professional products to the Peats line-up shows the seriousness and commitment that both companies

place on developing the Irish market. The Peats team and I are looking forward to working with the Bose Professional team as we start this new journey together.”

Bose Professional recently announced the company will be transitioning to a new brand, 802 LABS, beginning in February 2027. During the transition, Bose Professional and Peats’ customers and partners can expect seamless continuity across products, support, service, and business relationships.

For more information or to find your local Bose Professional representative, please visit boseprofessional.com. For more information on Peats Wholesale Ltd. visit peats.ie.

About Bose Professional

[Bose Professional](https://boseprofessional.com) is dedicated to transforming spaces with sound. Driven by the belief that innovation begins with exploration, our dedicated and passionate team combines deep expertise with a spirit of invention to create audio solutions that enhance performance and commercial environments. From hotels and restaurants to houses of worship, universities, and retail spaces, our systems deliver legendary performance and are seamless to design, install, and operate. For over 50 years, we’ve partnered with AV integrators, system designers, installers, and consultants around the world to build unforgettable audio experiences—and we’re just getting started.