

Bose Professional Announces AV Partner AS as Exclusive Norwegian Distributor

Hopkinton, Mass. – April 30, 2025 – Bose Professional, developer of world-class audio experiences designed to transform any space, today announced AV Partner AS, a Midwich Group company, as their new sole-distributor in Norway, marking yet another milestone in the newly independent company's global evolution.

For over 50 years, [Bose Professional](#) has developed a wide range of audio solutions, including loudspeakers, portable PA systems, power amplifiers, processors, video bars, and sound system components, serving clients in hotels, restaurants, performance centers, sports arenas, and places of worship worldwide.

Bose Professional opened over ten new global offices and experience centers in key cities around the world in 2024, and maintains a well-appointed experience center in Gothenburg, Sweden to provide local design support and training services. In Norway, the Bose Professional team is led by Regional Sales Director Martin Becker, Sales Manager, Scandinavia Ronny Nielsen, and Territory Manager, Norway Marius Stegegjerde-Kristiansen.

"We are honored to be appointed as the exclusive distributor for Bose Professional in Norway. Bose Professional is a globally recognized leader in professional audio, and this partnership reinforces our commitment to providing our customers with premium solutions and outstanding support," said Alexander Larsen, AV Partner managing director. "We look forward to strengthening the Bose Professional brand in Norway and delivering exceptional audio experiences to our partners and clients."

Founded in 2010, [AV Partner AS](#) is a specialized distributor of professional audio and video solutions based in Oslo, Norway. With deep industry expertise and a commitment to high-quality products, AV Partner AS supports integrators and resellers in delivering cutting-edge AV experiences. As part of the Midwich Group, a global leader in AV distribution, AV Partner AS combines local market knowledge with international strength to provide innovative solutions and exceptional service.

"We are excited to welcome AV Partner AS as our official sales distributor in Norway," said Hans Vereecken, VP of International sales at Bose Professional. "Their deep expertise in the AV industry, combined with their local presence, ensures that customers in the region will receive the highest level of sales support, technical service, and product knowledge. This partnership strengthens our commitment to providing exceptional solutions tailored to the needs of the Norwegian market. We look forward to working closely with AV Partner AS to provide the best experience for our customers across the region."

For further information on Bose Professional products, visit BoseProfessional.com.

About Bose Professional

Bose Professional 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.