



PRESS RELEASE

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FOR IMMEDIATE RELEASE

DTS returns to the United States: The Italian brand announces exclusive partnership with American distributor Apex Technologies.

DTS Illuminazione is glad to announce a new exclusive lighting collaboration with North American company Apex Technologies. This collaboration marks the start of a new chapter for DTS, who hasn't had a distributor in the States in the last few years, and was planning on coming back to the American market.

Simone Francia, DTS Executive Vice President, says the collaboration will only contribute to brighten the company's future: *"Coming back to the American market has been in our plans all along. Accomplishing this goal is only further proof that we're moving in the right direction: it was crucial to us, as it's a stepping stone that will strengthen our future as a company".*

"DTS have proven through steady growth and recent product introductions that they are ready to fulfill that role. We are extremely honored and proud to have DTS as a flagship product line at APEX Technologies." Says Bill Morris, President of Apex.

The four founders of Apex Technologies – **Ola Melzig, Bill Morris, Anders Karlsson and Tarmo Krimm** – have known each other for decades and they now had the opportunity to start a company together, while bringing in the industry professionals who have impressed and moved them in the past. *"What better way to start this family than by working with partners like DTS who share our passion for the industry, delivering great products and fun!"*



The Italian brand of professional lighting is proving to be consistently expanding in the number of international distributors and in variety of products, both for entertainment and archtainment purposes. In order to keep growing consistently, it proved necessary to find a distributor that would cover the American market in the US. This necessity was met when DTS's sales team found Apex Technologies.

Carmen Savarese, DTS International Sales Manager is enthusiastic about the partnership. *"We're excited to have a distributor in the United States again. We have worked very hard in the last few years to create top-notch lighting equipment. We're very proud of DTS's new range of products and are sure they will be able to satisfy the more demanding lighting requests in North America. This new partnership is one of the greatest personal and professional challenges. APEX people are amazing, this adventure together will nurture us as people and as a company, and I can't wait to start traveling with them throughout the USA!"*

Raffaella Scaccia, Director of Commercial Sales at DTS says that partnering up with a company whose partners are already known and respected in the field is a source of pride: *"We're glad to partner up with people whose professionalism and work ethic is incredibly close to ours. We had the chance to collaborate with Ola Melzig during the Eurovision Song Contest in 2019, and to have the opportunity to team up with someone as passionate and well-known in the industry as him is just incredible."*



ABOUT DTS

Founded in 1980, DTS is a leader in the field of professional lighting.

Driven by both our passion and experience, our goal is to create professional lighting for both architainment and entertainment purposes and to keep our products made in Italy. DTS is located in three different production plants in Misano Adriatico, Italy taking up over 12000 square meters. While DTS's whole production process happens in Italy, the company counts distributors in over 80 countries across the globe. Visit <https://dts-lighting.it/> for more info.

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