

THE ADAM HALL GROUP | BY ALEX HARRELL

# INTRINSIC INNOVATION

Throughout The Adam Hall Group's 40-plus year history, the manufacturing and distribution business organically evolved into a modern event technology company.

How? Simple: Listening to not only what AHG's customers want, but what *their* customers — the end-users — want as well.

"It's safe to say that's what has steered our direction-making process and continues to lead us down a path to design products that deliver more solutions than problems," said Alexander Pietschmann, CEO of AHG.

Having in-house designers and engineers helps the German-based company realize new ideas faster than not, too.

"The logical, natural evolution for us is to continue our focus on event technology, as we know the market and can keep building on our momentum," he said.

And the transition into the event technology market has been working out pretty well. The group entered this market through hardware fittings and speaker cabinets back in the 1970s and '80s. But the early-2000s addition of its own brands, such as Defender Cable Protectors and LD Systems Pro Audio — as well as the 2010 introduction of Cameo Light and Gravity Premium Stands — pushed AHG over the edge and led to the group's role as a global player in the event technology industry.

Global as in encompassing more than 200 employees working in the 90,000-square-foot warehouse and logistics center at the company's headquarters in Germany. Comprehensive as in having more than 7,000 products available in its "Webshop" serving customers all over the world.



Alexander Pietschmann

## How a customer-centric commitment evolved The Adam Hall Group into a one-stop shop for event tech

### ONE & DONE

It's also safe to say that AHG has succeeded in becoming a one-stop shop for the event technology industry, with a primary focus on the mid-sized event market spectrum.

"Our customers appreciate the ability to buy event technology solutions from a single source," Pietschmann said. "In this way, they benefit from the personal support and expertise of our sales and service reps, and they have more time for their businesses."

Full-service manufacturing is only one way for AHG to provide

value to its customers, according to Pietschmann, who also stated that maintaining strong customer relationships has long since been AHG's strong suit. Keeping a customer-centric approach among its business clients in the retail, rental, install and industry sectors is one of the group's several missions.

Another is its commitment to innovation. AHG launched the Curv 500 Series under its pro-audio brand LD Systems in late 2015.

"The Curv 500 Series is yet another example of how listening to customers and to the marketplace

can lead to truly out of the box, yet the most practical, of innovations," Pietschmann said. And for AHG, innovation is synonymous with a customer-oriented approach.

### DESIGN & USABILITY

"We're not sitting in our offices or technician laboratories looking for the next big thing," Pietschmann said. "We're interacting with our customers, tracking and identifying what the market wants and needs."

In doing so, AHG believes two key elements drive the marketplace: Consumers want more design and more usability. To respond to these trends, AHG collaborated with Porsche Design Studio on the latest addition to the Maui family, the Maui P900, which was introduced as a concept launch at this year's Proflight + Sound show in Frankfurt, Germany.

"What drives us is our mission to create innovative, user-friendly and affordable technology solutions to enable more professionals to realize their ideas, amplify emotions, and allow people to share great moments together," Pietschmann said.

For that to happen, he continued, AHG's products and solutions have to meet three requirements: the first being a fixed scope and price point, followed by being user-friendly regarding usability and applicability, and lastly, the products have to be more than just a hardware piece and include the right interfaces and software.

"Perhaps why customers come to us is for our highly competitive price-to-performance ratio or the practical innovations," Pietschmann pondered. "But why they stay is because we stay true to what we value most." **MI**