

Procella Audio Unveils New Leadership and Strategic Direction: Ignace Rombaut Named CEO and Wim Buyens Appointed Chairman

Knivsta, Sweden, 12th of August, 2024 – Procella Audio, a global leader in high-performance loudspeakers for residential and commercial cinemas, proudly announces the appointment of Ignace Rombaut as CEO and Wim Buyens as Chairman of the Board. This strategic leadership change marks the beginning of an exciting new chapter for Procella Audio, aimed at driving innovation, expanding market presence, and solidifying its position as an industry frontrunner.

A New Vision for the Future

Under the visionary guidance of Ignace Rombaut and Wim Buyens, Procella Audio is set to enter an ambitious journey of growth and innovation. Ignace Rombaut brings a wealth of experience in both the technology and cinema industry, known for his ability to lead companies and teams to new heights through strategic foresight and operational excellence. Wim Buyens, with his extensive background in the cinema and entertainment industry, will provide invaluable insights and strategic direction as Chairman.

Ignace Rombaut, CEO of Procella Audio, stated:

“I am deeply honored to join Procella Audio, a company that has always stood at the forefront of audio innovation. Together with Wim and the talented team at Procella, we will continue to push the boundaries of sound technology, delivering unparalleled audio experiences to our customers. Our focus will be on accelerating innovation, enhancing product offerings, and expanding our global footprint.”

Wim Buyens, Chairman of the Board, added:

“Procella Audio builds on a strong technological foundation with a rich legacy of excellence in the audio industry. I am excited to work alongside Ignace and the entire talented Procella team to build on this legacy. Our goal is clear building a passionate team and solid customer-centric company that creates innovative solutions setting new standards in the industry while meeting the evolving needs of our customers. While “Sound” represents the true emotion within the cinematic experience, we are committed to delivering on our promise.”

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Continuity and Commitment

Procella Audio's relocation from Sweden to Belgium is designed to ensure business continuity and promote future growth. This transition is not merely about new leadership; it represents a dedication to honoring our heritage while enthusiastically advancing forward. With the current Procella team remaining intact, we guarantee confidence and reliability as we move ahead. The company is steadfast in its mission to deliver the high-quality, immersive sound experiences that have established its reputation in both residential and commercial cinema markets.

Innovative Growth and Customer Engagement

As part of its strategic direction, Procella Audio will be establishing a state-of-the-art production facility in Belgium. This new European facility will enhance production capabilities, improve efficiency, and support the company's expansion plans. Procella Audio looks forward to engaging with customers and industry partners all around the world. With the upcoming CEDIA event in Denver, we are thrilled to connect and interact with our North American partners, and customers in the heart of the cinema market, sharing our vision for the future.

About Procella Audio

Founded in 2005, Procella Audio is renowned for its high-quality loudspeakers designed to deliver reference-level sound in residential and commercial cinema environments. The company's products are engineered to meet the stringent demands of professional audio applications, providing exceptional clarity, power, and fidelity. Procella Audio's innovative solutions are used in some of the most prestigious cinemas and home theaters around the world.

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