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SONTRONICS ENTERS TWO NEW CONTINENTS

Microphone brand Sontronics continues its expansion around the world with new distribution deals taking the mics into South America and Africa.

Sontronics microphones are being introduced into these new territories by Activar, Sontronics' existing representative in Portugal, starting with Portuguese-speaking countries Brazil, Angola and Mozambique.

Activar's Managing Director, João Neves explains: "The managers of our company work with many African and Brazilian artists on tours and recordings, and this, along with our shared language of Portuguese, has opened doors for us to be able to distribute audio equipment in these countries.

"We are very proud and excited to be involved in Sontronics' growth. We and all our clients love the microphones, and we see the brand as constantly evolving thanks to the support and devotion of founder Trevor Coley. We've worked to grow the brand in Portugal, and now this development gives us the opportunity to do the same great job in new territories."

Coley adds: "This is such an exciting development, to see our microphones reaching a huge number of new musicians in two of the world's largest continents. It represents great opportunity for us, not only to see our mics appearing in South American and African studios, but also to grow our Education programme in these territories."

Sontronics microphones, with their distinctive mix of vintage styling and cutting-edge technology, now reach 35 countries around the world. Most recent additions to the Sontronics range include the recently released APOLLO stereo ribbon mic; the new black versions of the STC-1, STC-1S and STC-2; and the ULTIMA audio cables.

This month also sees a new distribution deal to take the microphones into Japan thanks to new Japanese representatives CFE (Continental Far East) Inc.

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