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EXPANSION FOR SONTRONICS IN EUROPE & MIDDLE EAST

Microphone brand Sontronics, has announced some major changes to its distribution network, taking on new agents in Ireland, the Netherlands and Belgium, and expanding further into Eastern Europe and the Middle East, with representatives in Slovenia and Iran.

Sonic 8, the company that distributes Sontronics microphones in the UK, will now also be representing the brand in Ireland. This latest move is just part of the continuous steady growth that Sontronics has seen since its launch in January 2005, as Sonic 8 boss, Stephen Helm, acknowledges: "In just over a year, we've seen the brand go from strength to strength, and it makes sense for our office in Dublin to represent Sontronics in the Republic of Ireland. It further endorses our commitment to the future growth of the Sontronics brand." (www.sonic8.com)

Sontronics has also acquired new representation in Belgium, Holland and Luxembourg in the shape of Interphase, whose owner Bruno Wynants is also eager to be part of Sontronics' growth. "I've been impressed by the rapid growth of the Sontronics product line in the marketplace and am delighted to be associated with this innovative and exciting brand," he says. (www.interphase.be)

The expansion doesn't stop there. Sontronics founder, Trevor Coley, has now secured distribution agreements in Slovenia with Sonus Pro Audio and in Iran with Tehran-based JTS Pro (Foujan Audio), and there's still more to come. "These are very exciting times for Sontronics, and as we continue to gain interest in our microphones from different countries, we will continue to expand our network. Our commitment to the users is paramount, and wherever you are in the world, we want you to be able to get your hands on a Sontronics microphone!" (www.sonus.si & www.jtspro.com)

These expansion plans come at the same time as confirmation that leading pro audio distributor, Luthman Scandinavia KB, has taken on Sontronics' distribution in Denmark, Finland, Norway and Sweden, which should increase sales even further in northern Europe. (www.luthman.se)

This news comes just four months after an agreement with Toronto-based Music Marketing Inc. took the brand into North America. (www.musicmarketing.ca)

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