

## **FOR IMMEDIATE RELEASE**

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About 350 words



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### **Meyer Sound Strengthens Investment in German Market**

Meyer Sound has announced that the company is strengthening its investment in the German market by applying more resources from the company's Berkeley, Calif. factory to Germany. As part of this effort, Western Regional Sales Manager Jim Sides will act as a liaison between the Berkeley headquarters and Polch-based Meyer Sound Germany.

Germany has always been a strong market for Meyer Sound's self-powered loudspeakers, and the last few years have seen exceptional growth for the company in Germany and throughout Europe. Recent large purchases of MICA and other products by German rental companies further convinced Meyer Sound to commit additional resources to Germany.

"One thing we have noted many times in the company's history is that the closer we are to our customers, the happier they are and the more our business grows," says Meyer Sound Executive Vice President Helen Meyer. "Meyer Sound has received an enthusiastic reception in Germany, so naturally we would like to provide our German customers with the same level of support our U.S. customers receive. Bringing Jim Sides into the picture will accomplish that, as it gives us a key factory person 'on the ground' in Germany."

Sides, who is already involved in managing key German accounts, will join the staff at Meyer Sound Germany where he will work closely with managing director Thomas Züllich and the technical and sales staff to develop their resources and imbue the office with Meyer Sound's corporate culture of service, support and accessibility.

"I am excited to work with Thomas and the staff at Meyer Sound Germany" says Sides. "I look forward to combining the experience I gained from working in the European pro audio industry before joining Meyer Sound with what I've learned by working closely with John and Helen Meyer in Berkeley to bring their vision to Meyer Sound Germany and energize our operations there."

"We are pleased to have someone with Jim's experience joining us in Germany," says Züllich. "It is a great endorsement of our work and market potential to be given the full strength of the company resources here."

### **ABOUT MEYER SOUND**

Meyer Sound Laboratories, Inc. designs and manufactures high quality sound reinforcement loudspeakers, studio monitors, equalizers and sound measurement tools for the professional audio industry. Founded in 1979 by John and Helen Meyer, the company has grown to become a

leading worldwide supplier of systems for theaters, arenas, stadiums, theme parks, convention centers and touring concert sound rental operations. Meyer Sound's main office and manufacturing facility are located in Berkeley, California, with field offices and authorized distributors located throughout the USA and around the world.

More information is available at Tel: +1 (510) 486-1166, Fax: +1 (510) 486-8356, e-mail: [info@meyersound.com](mailto:info@meyersound.com), or by visiting [www.meyersound.com](http://www.meyersound.com).

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