

2B Heard acquires Sontronics



British premium audio solutions company 2B Heard is stepping into the world of high-end microphones following its recent acquisition of multi-award-winning high end microphone brand Sontronics. 2B Heard, UK distributor of K-array, Solid State Logic, and Innosonix, is renowned for its premium quality audio installations, supplying professional audio systems to corporate, hospitality, house of worship and high-end residential clients. 2B Heard's move into the microphone arena is a logical one that will see the company reach a whole new clientele, reinforcing its offerings to concert touring, theatre and AV customers in the live sound sector.

2B Heard director, Sam Nankivell, comments, "We feel very privileged to take on the reins of this highly respected microphone brand, which is known for its superb quality products, award-winning customer service, international reach and unique Lifetime Warranty. Sontronics will fit perfectly into the 2B Heard portfolio and we are excited to be working with the skilled and knowledgeable Sontronics team to build the brand even further and put a wealth of new ideas into practice. The future is looking very bright for Sontronics!"

Sontronics was established in 2004 by engineer, musician and microphone designer Trevor Coley, who, together with wife Lisa, built it into the globally recognised brand it is today. With a range of products to suit all budgets and all applications, from studio recording and live sound to education and podcasting, Sontronics is

supported by an ever-growing network of users worldwide encompassing everyone from students and home producers right through to Grammy-winning artists, Oscar-winning composers and world-leading studios and soundstages.

"When I founded Sontronics," explains Trevor Coley, "I set out to create a legacy brand with products that would deliver excellent results at reasonable prices, and we've attracted some wonderfully loyal users over the years, from students and home producers right up to world-recognised stars such as Ed Sheeran, Aerosmith, Muse, Jamie Oliver and many others. Lisa and I have had some incredible experiences on this 20-year journey – hearing a pre-release version of Adele's Bond theme recorded on my mics or watching new prototypes debuted on Abbey Road sessions next to John Lennon's U67 – but we felt it was time for the brand to fulfil its untapped potential in the hands of new owners. The 2B Heard team will bring fresh vision and new energy to the brand and we look forward to working with them to build the next chapter of the Sontronics legacy."

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Sontronics will continue to operate from its offices in the south of England with the Bedfordshire-based 2B Heard team working alongside the existing staff to streamline infrastructure and offer increased support for distributors and resellers. Sontronics' original owners, Trevor and Lisa Coley, will remain closely linked with the brand as consultants to the team in relation to driving strategy, nurturing key relationships and development of new products as Sontronics takes its next steps forward.

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