

# MERIDIAN EXPANDS EMEA SALES FORCE

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Meridian Audio has announced a new partnership with AV EMEA, the leading full-service representation company in the industry, as part of a strategic plan to continue building Meridian's international sales presence.

"This new strategic approach will extend our sales reach, strengthen the Meridian brand and help us to deliver greater support to our distributors and their customers across the EMEA region," comments Matt Holland, International Sales Manager at Meridian. "With the help of AV EMEA, we will be able to reach new geographic markets and provide more responsive, local support to our distribution partners, helping them to serve customers better and develop new business opportunities. We're committed to growing our business in the residential and custom integration channels and look forward to the uplift this new partnership will bring."

AV EMEA is owned by three business partners – Martin Harding, Michel Kwetters, and Peter Schoon. Between them, they have over 50 years of International AV/CI industry experience, as well as extensive contacts and local knowledge of many of the varied markets within Europe, the Middle East and Africa. They are renowned for their professional business development and representation service across EMEA for a number of respected CI brands. The AV EMEA team will be using their experience, associations and market knowledge to support both current and prospective distributors and their customers to grow Meridian's business across the region. They will collaborate closely with Meridian, with technical support and training to be delivered through Meridian's HQ in Huntingdon, Cambridgeshire as well as supporting the distributors in their own markets.

To learn more about Meridian, visit [www.meridian-audio.com](http://www.meridian-audio.com).

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**ABOUT MERIDIAN AUDIO**

Since 1977, Meridian Audio has been crafting innovative, elegant, high performance audio solutions. From its flagship DSP loudspeakers with integrated amplification, to its discreet and powerful range of in-wall loudspeakers, Meridian delivers easy to install, high resolution audio systems for home cinemas and whole home solutions. The Meridian Audio experience is available in the latest models from Jaguar Land Rover, thanks to a collaborative partnership between these two leaders of British innovation and engineering. Meridian's renowned audio quality has also extended to new markets including consumer electronics through a Partnership with LG (LGE), and marine and airline, ultimately transforming the way people experience sound, wherever they are.

Learn more at [www.meridian-audio.com](http://www.meridian-audio.com).

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