DISTRIBUTORS FROM AROUND THE WORLD VISIT MERIDIAN HQ

October 2022

**Distributors from Around the World Visit Meridian HQ**

Thanks to its network of international distributors, Meridian is able to supply its innovative product range to customers all around the world. Wanting to expand on these partnerships, Meridian invited a group of over 20 distributors to a two-day exclusive conference at its HQ in September.

Attendees included distributors from Germany, South Africa, Kuwait, Sweden, Australia, India, Argentina and The Netherlands.

The informative, thought-provoking and enjoyable business event was an opportunity for the distributors to meet the team behind the brand and experience Meridian and its unique culture. Presentations allowed the team to discuss the journey Meridian has been on over the last six years, how it is positioned for success, and the growing business opportunities for distributors.

Visitors also had the opportunity to experience demos of a range of products, including the award-winning DSP8000 XE loudspeaker in the engineering listening room and reference theatre. Meridian staff were on hand throughout the event and attended one-to-one planning meetings with each attendee.

“We were excited to welcome our distributors to the Meridian HQ, as for some of them, it’s been several years since they’ve been able to visit us,” commented Barry Sheldrick, Director of Sales at Meridian. “We planned a full schedule for the conference and believe that it was a hugely beneficial for both us and the distributors. We look forward to hosting more of these events in the future.”

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Feedback from Visitors:

**Adrian Duhigg, Technical Sales Manager at Cogworks**

“Not only was it great to finally meet the Meridian Audio team in person, but it was obvious from the factory tour that there is a lot of consideration to make loudspeakers that not only sound great but to last decades. Meridian is at the leading edge of DSP technologies – this was evident during the demonstrations at the event. It is no wonder large companies are consulting with Meridian Audio for their expertise!”

**Martin Harding, AV EMEA BV**

“The recent Meridian event was an absolute pleasure to attend. It struck exactly the right balance of appearing effortless, informal yet professional, and was informative, compelling, interesting – and when it came to the demos – very impressive. Including many of Meridian’s team in the meetings and social events made the company feel friendly and inclusive, giving both the attendees and the Meridian staff the opportunity to learn from each other. The Meridian event should be on the syllabus for anyone studying how events should be done right.”

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**ABOUT MERIDIAN AUDIO**

Meridian, the award-winning British audio pioneer, has been creating innovative audio technologies and elegant, high performance audio products since 1977. Meridian’s ambition is to enable people to listen, enjoy and fall in love with their music and movies wherever they are, and our renowned sound philosophy can be applied in all listening environments.

From the flagship DSP loudspeakers with integrated amplification, to discreet and powerful in-wall loudspeakers, Meridian engineers easy to install, high resolution audio systems for the home. Meridian’s products are sold by custom integrators and audio specialists in more than 80 countries, worldwide.

Meridian works with many of the world’s leading brands and our customers include British Airways, Human Horizons, LG Electronics, Jaguar Land Rover, Kia and Rivian, enabling millions of consumers around the world to experience our sound throughout their homes, and in automotive, marine and airline settings. Learn more at [www.meridian-audio.com](http://www.meridian-audio.com).

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