

SFM distributes Electro-Voice & Dynacord



SFM, a Canadian company in customized go-to-market solutions for global brands within the audiovisual, pro retail, live entertainment, and media production industries, today announced its appointment as the exclusive Canadian distributor for Bosch Communications Systems. This strategic partnership grants SFM exclusive distribution rights for Electro-Voice, Dynacord, RTS, and Bosch Conference and Bosch Public Address throughout Canada. The collaboration leverages SFM's extensive distribution network and renowned industry expertise alongside Bosch's renowned engineering excellence, providing Canadian AV professionals, integrators, and resellers with enhanced access to premier solutions.

Bosch Communications Systems brings together four of the most trusted names in professional audio under a unified strategy focused on customer experience, technical innovation, and market responsiveness:

- **Electro-Voice:** For over 90 years, Electro-Voice has designed and engineered leading-edge sound reinforcement solutions - products that empower the performer, exceed the expectations of the audio professional and elevate the audience experience.
- **Dynacord:** For over 70 years, Dynacord has designed and engineered professional audio electronics - products that offer unparalleled performance and premium quality, the perfect balance of power and precision.
- **RTS:** The industry benchmark for scalable intercom systems used in broadcasting, live production, and mission-critical environments for over 50 years.
- **Bosch Conference:** Building on true world-class expertise, Bosch has led the

conference market for over 70 years. As a strong business partner for secure conferencing, Bosch solutions are known for their quality, flexibility and reliability.

Bosch Public Address: With more than 90 years of expertise in paging and mass notification systems, create professional solutions for speech and music reproduction and voice evacuation.

"This partnership represents an exciting new chapter for SFM and the Canadian professional audio market," said Sami Midani, Director of Business Development at SFM. "By bringing these iconic Bosch audio brands into our portfolio, we're uniquely positioned to deliver comprehensive audio solutions that meet the evolving needs of our customers across installation, live sound, and audiovisual applications."

"Canada represents a significant growth market for our Bosch Communications Systems portfolio," said David Prince, Vice President of Sales, Bosch Communications Systems. "SFM's proven track record in sales, technical expertise, customer service, and market development makes them the ideal partner to strengthen our presence across Canada. Together, we'll ensure Canadian audio professionals have the tools and support they need to succeed."

This distribution agreement takes effect immediately. SFM will provide comprehensive sales, marketing, technical support, and logistics services for the complete Bosch Communications Systems portfolio throughout Canada.

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