

### Apogee Electronics Partnership with Sonic Sales

Apogee Electronics, a company with expertise in digital audio recording technology since 1985, announces a brand new partnership with Sonic Sales. Sonic Sales operations team consists exclusively of sound engineers, music producers, and instrument players. For more than 30 years, Sonic Sales has been the first address in Central Europe in the pro audio sector with an unrivaled industry network and personal access to all relevant retailers in the consumer electronics (CE), music industry (MI) and education (EDU) sectors.

“From one day to the next, the pandemic changed the way we did business. The reopening gave us an opportunity to reevaluate our goals and objectives, and we feel the highly skilled Sonic Sales Team will provide our customers with the knowledge, care, and personal touch required to excel in the years ahead. We look forward to a long and mutually beneficial relationship.” said Betty Bennett, CEO of Apogee Electronics.

Sonic Sales has started distributing Apogee products in several markets across Austria, Belgium, Germany, Luxemburg, and the Netherlands. Customers in these markets will now be able to get their hands on Apogee’s impressive range of products and create their best-sounding work.

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