IsoAcoustics takes North American Distribution In-house



L-R: Sean Morrison, Dave Morrison, Paul Morrison

IsoAcoustics, a company with expertise in acoustic isolation solutions for the professional and consumer audio industry, is pleased to announce its strategic decision to move its North American distribution operations in-house, driven by the desire to take a more active role in its dealer relationships in the brand's home territory. As the brand grows, this move will allow IsoAcoustics to support its North American dealers at the highest level and gain deeper insights into market needs for future product development.

IsoAcoustics operates three core divisions: Home Audio, Pro Audio, and OEM. With many key functions — from product development and design to sales and marketing – already operating in-house, folding in distribution in North America will foster continued growth while preserving key values the company was built on. "Despite our global reach, IsoAcoustics remains a family run business, and we take pride in our desire and ability to have a direct role in all areas of our business," said IsoAcoustics Founder and CEO Dave Morrison who runs the company alongside his sons, Sean and Paul.

Since its establishment in 2012, IsoAcoustics has been the go-to brand for isolation solutions that enhance the performance of speakers and audio equipment by

Phoca PDF

reducing vibrations and improving sound clarity and openness. Today, its products are distributed in over 70 countries and can be found everywhere from home listening rooms and living rooms to the most renowned recording studios across the world. In more recent years, IsoAcoustics has seen remarkable growth in its OEM division as over 50 of the world's most distinguished audio manufacturers are working with IsoAcoustics to integrate its patented technology into their own products – Sonus faber, PSB Speakers, Marten, and Perlisten, to name a few.

"Our global business is poised for substantial growth over the next 5 years," said Morrison. "Accordingly, it is important to us that we strengthen our foundation in North America so that we can best support our dealers here at home while setting the right standard for our global operations."

IsoAcoustis has a longstanding Chicago area warehouse that has been used to service the United States since the early years of the business. It will once again act as a distribution hub and will be scaled up to service the demands from dealers across the USA. "The distribution infrastructure we built years ago is still in place, so our dealers, and subsequently our customers, will see no operational disruptions, and any pre-existing gaps in product availability will quickly be eliminated," said Morrison. A Montreal area warehouse has been added to support Canadian operations. The transition to bringing distribution in-house was completed July 15th, 2024.

"We are fortunate to have this kind of dexterity and excited to reestablish a direct line between ourselves and the dealers we serve," said Morrison. "It is the right time for us to take back control as we continue to grow IsoAcoustics here at home and abroad."

www.isoacoustics.com

Phoca PDF