

### Sound Service New SAMSON Distributor



SAMSON appointed Sound Service European Music Distribution as the new exclusive distribution partner for their products across 20 European countries, the U.K. and Ireland, effective from 1st of October 2025. Branislav Zivkovic, President at SAMSON, says: "We are thrilled to share that Sound Service European Music Distribution and Samson Distribution LLC have entered into a new distribution partnership for the Samson brands. This collaboration puts the talented team at Sound Service firmly in the driver's seat to represent our brands across 20 European countries, the UK, and Ireland. Together, we are opening the door to new opportunities, stronger connections, and greater access to the products that musicians and creators rely on every day.

With a portfolio of more than 700 products, this partnership is about more than distribution. It's about ensuring that artists, performers, and creators across Europe can easily discover and enjoy the tools that inspire their sound. The European marketplace has shifted rapidly in 2025, and we believe this is the perfect time to begin a new chapter. By combining Samson's global vision with Sound Service's strong customer relationships and deep expertise, we are confident this partnership will not only strengthen our foundation with existing dealers, but also spark fresh growth, new channels, and renewed energy across the region."

Timo Könnecke, COO at Sound Service, added: "SAMSON has been part of our successful product portfolio in the past. We are delighted to be resuming our collaboration with them in over 20 European countries. Our pan-European

## **SAMSON appoints Sound Service as New Distribution for Europe**

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distribution concept provides direct access to our European inventory for our customers in Europe, further increasing the visibility of SAMSON.”

Samson is a worldwide enterprise, dedicated to innovating new products that will enhance the lives of music and broadcast professionals everywhere. Today's product line up consists of their highly acclaimed Wireless Systems, Microphones, Portable PA Systems, PA Cabinets, Studio Monitors, Studio Tools, Mixers, MIDI Keyboards, Headphones and Accessories.

[www.sound-service.eu](http://www.sound-service.eu)

[www.soundservice.uk](http://www.soundservice.uk)

[www.samsontech.com](http://www.samsontech.com)