

Sontronics U.S. Relaunch



Sontronics announces the official relaunch in the United States through a new partnership with KMC Music, one of North America’s most trusted and respected musical instrument distributors. This marks a major new chapter for the Sontronics brand as we bring our award-winning microphones to the U.S. with renewed focus, expanded availability and a long-term commitment to the American market. Through this partnership, Sontronics will be represented exclusively in the U.S. by KMC Music, giving artists, engineers, producers and performers direct access to our full range of British-designed microphones. Whether it’s on stage, in the studio or in a home recording setup, Sontronics mics are now ready to be seen, heard and felt across the United States.

Founded in the UK in 2005, Sontronics has built an international reputation for designing premium-quality microphones with distinctive looks and characterful sound. From Abbey Road to Nashville, Sontronics products are used in world-class studios, live venues, film sets, and universities. Now, with KMC’s extensive dealer network and logistical expertise, we’re ready to reintroduce the brand to the U.S. audience in a more meaningful way than ever before. “This is a pivotal moment in the Sontronics story,” says Chris Cook, Head of Sales. “The North American market represents a key focus for our brand of British microphones. Having spoken with many of the team at KMC Music, we knew immediately that their professionalism, dedication and understanding of their market is second to none, and we are excited to be working with them to bring our product range to customers across the USA.”

KMC Music, a division of JAM Industries USA, has a proven track record of building strong, sustainable brands across North America. Their focus on collaboration,

education and customer relationships made them the ideal partner to relaunch Sontronics in a way that goes beyond just distribution. "We're absolutely thrilled to bring Sontronics microphones to the U.S. market. Their commitment to innovation, precision engineering, and stunning sonic performance aligns perfectly with our mission to bring world-class audio tools to creators across the country," said Mark Lahey, Director of Merchandising, KMC Music. "This launch marks an exciting new chapter for artists, engineers, and producers who demand nothing less than excellence."

The relaunch will see Sontronics' full microphone range become available across KMC's dealer network, covering the studio, live sound, broadcast, and content creation markets. Together, the teams will work on a full program of artist content, retail education, in-store materials, and live activations. Sontronics will also be appearing at major U.S. trade shows, including NAMM, with support from KMC to showcase new product lines and meet users face-to-face.

"From our earliest conversations with the KMC team, we could tell they got it," adds Sean Higgins, Head of Marketing at Sontronics. "This isn't just about relaunching a product line. It's about building a lasting brand presence in the U.S. that reflects everything Sontronics stands for; innovation, reliability, musicality, and a connection with the people who use our microphones."

Sontronics microphones are designed, tested and built in the UK, and each one is backed by our limited Lifetime Warranty. With KMC on board, we now have the infrastructure, visibility and local support to grow our U.S. footprint while staying true to what has made Sontronics a trusted name for the past 20 years. The Sontronics U.S. relaunch is just the beginning of something bigger, and we couldn't be more excited to take this next step with KMC Music.

www.kmcmusic.com