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SnapAV and KEF Launch National Distribution Partnership

KEF products will be available at local SnapAV distribution locations 10/21 and via the SnapAV website later in Q4

Charlotte, NC – Oct 21, 2019 – SnapAV is pleased to announce a national distribution partnership with KEF loudspeakers. This partnership provides dealers with one of the most technologically advanced speaker manufacturers in the industry and pairs it with the award-winning support and logistics of SnapAV. Popular KEF products will be available at SnapAV distribution locations on October 21st and via the SnapAV website later in Q4.

“When creating truly custom audio solutions, having options is paramount. To do this, dealers need the best brands to provide an impactful user experience,” said Mike Jordan, VP of Audio for SnapAV. “With the addition of KEF, we’re giving dealers an unmatched experience by providing a one-stop-shop for every audio need as we become the place where pros buy audio.”

“The most successful dealers understand that Top-Down-Selling is the best way to grow revenue while exceeding their client’s expectations, which in turn generates referral and repeat business,” said David Kroll, VP KEF America. “Knowing that KEF’s award-winning products will be backed by SnapAV’s unwavering commitment to excellence of service and support means that dealers will have the confidence to sell higher-end goods into their clients’ projects.”

KEF is revered among dealers and discerning music lovers for its innovative and high-performance speakers. Its legendary product line and respect within the industry enhance SnapAV’s vision of providing unparalleled choice for dealers. KEF is committed to pushing the envelope through extraordinary research and unrivaled audio engineering. KEF’s stand out patented technology, Uni-Q, now in its 16th generation, disperses sound widely and evenly over a large area. This means room-filling sound from just a single pair of speakers, with a rock-solid stereo image no matter where you stand or sit to listen.

“This partnership accelerates our vision by aligning KEF’s superior product line with SnapAV’s dedication to dealer success, driven by award-winning service, support, and logistics. Dealers

will certainly gain an advantage from having the high-performance sound of KEF with the stellar service of SnapAV, two of the best in the industry,” added Kroll.

“We’re excited that KEF and SnapAV will be working together toward dealer success. To be a market leader, you need to align with the industry’s best and push even further as the custom install space continues to grow. With KEF, we’ve done just that,” added Jordan.

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About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, surveillance, networking and remote management products for professional integrators. An industry leader in the custom install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for custom installers across the globe. Additional information about SnapAV and its products can be found at www.snapav.com.

About KEF

The company was founded in 1961 by Raymond Cooke OBE (1925–1995) and was initially headquartered in a Nissen Hut on the premises of Kent Engineering & Foundry (from where the name KEF is derived) – a metal-working company on the banks of the River Medway, near Maidstone in Kent. KEF’s ethos has always been based on the continuing quest to find new and better ways of reproducing sound. Since the company’s establishment, KEF has maintained a flair for unusual and controversial speaker engineering, design and material use. KEF has always driven innovation in sound with examples including its iconic ‘egg’, Muon and Blade speakers. KEF is a member of Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and now the company continues its commitment to building on its strong heritage. Visit: <https://us.kef.com> for more about KEF and its products.

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