



FOR IMMEDIATE RELEASE

SnapAV Adds Entire Triad Loudspeaker Line-Up to Online Store

Authorized Triad Dealers to gain exclusive access to Triad products at SnapAV.com, reinforcing once again that SnapAV is Where Pros Buy Audio.

CHARLOTTE, NC, March 4, 2021 – [SnapAV](#), the industry-leading source of AV, surveillance, control, networking, and remote management products, has announced that effective today, the full suite of products from its premium [Triad](#) brand is available online at SnapAV.com for Triad Authorized Dealers to purchase.

For over 40 years, Triad has designed, developed and manufactured high-end custom loudspeakers in Portland, Oregon. Triad has a reputation for building exceptional sound for any install, creating built-to-order solutions for even the most challenging environments. SnapAV is committed to delivering the best audio products to partners, providing the choice needed to satisfy the needs of



every project. The addition of Triad's line-up offers SnapAV partners a premium, custom speaker option that is perfect for upscale projects in which acoustic excellence and bespoke quality are essential. Making Triad's speakers more accessible to its partners further solidifies SnapAV as the place *Where Pros Buy Audio*.

"Triad's solutions, made in the USA, offer exceptional performance for custom installs, delivering professional-grade audio for home cinemas and various indoor and outdoor applications," said Matt Kamp, Senior Director of Product Management at SnapAV. "Triad's commitment to using the best materials and components, from superior drivers to sealed wood enclosures, in a full range of in-ceiling, in-wall, on-wall and in-room

speakers, provides SnapAV partners with a best-in-class product line to satisfy the most demanding clients and projects.”

Triad soundbars, home theater speakers and multi-room speakers best the competition thanks to the company’s built-to-order business model, combining craftsmanship and customization to simplify installation while meeting the aesthetic needs of any project. Partners can determine what speaker models they need, then specify any size (at an additional cost), match any color paint, and select from dozens of wood veneer options to blend with the décor of any home. Triad’s Design Services team has designed thousands of high-end home cinemas, and work with SnapAV’s Partners to ensure incredible results.

“Whether the project specifies a two-channel listening room, an acoustically-matched Dolby Atmos sound system for a home cinema or an expansive outdoor audio experience, Triad’s custom-built speakers are the ideal choice to exceed expectations and blend seamlessly into any environment,” Kamp added.

A pillar of the brand’s commitment to quality, Triad has long sought to sell their products to the best custom installers to ensure proper installation and the best results for end-users. The full line of Triad products will be available for anyone to browse, but access to online ordering is limited to Triad Authorized Dealers.

A new program to SnapAV, partners can apply to be a Triad Authorized Dealer online with preference given to partners who are existing Triad dealers that already consistently use Triad soundbars, home theater speakers and other models. Requirements for the program include the ability to demo a Triad speaker system, previous home theater experience and a passion for delivering high-performance audio solutions. Preference will also be given to partners who have installed a certain number of audio projects, those that can exhibit extravagant Triad installs they have completed or those who can host a demo system in a showroom or show home.

“SnapAV is excited to bring Triad’s industry-best audio performance to more projects through the products’ added availability through SnapAV’s online ordering system,” said Kamp. “Partners requiring the best possible audio performance, made-in-USA products or custom-fitted aesthetics need look no further than Triad.”

For high-resolution images, click [here](#).

About SnapAV

Established in 2005 and co-headquartered in Charlotte, North Carolina and Draper, Utah SnapAV is a manufacturer and exclusive source of A/V, surveillance, control, networking

and remote management products for professional integrators. An industry leader in the pro-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 professional installers across the globe. With 23 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com/engage.

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