

## Sonance Buys James Loudspeaker

Written by Alice Marshall  
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Sonance, the 36-year old company best known for architectural speakers, announces the acquisition of James Loudspeaker, a provider of audio systems for both residential and commercial applications.

SONANCE

+

*James*  
LOUDSPEAKER

“James Loudspeaker was not for sale,” CEO Mark Schafle says. “After a chance encounter and subsequent conversations, we learned that our customisation and manufacturing capabilities fit perfectly with the Sonance strategy and culture. We are thrilled to become part of the Sonance family, and we look forward to taking what we do to the next level.”

Established in 1999 by a group of audio engineers, craftsmen and entrepreneurs, James Loudspeaker sells products for "exclusive" homes, businesses and upscale marine applications, all designed to maintain a minimal visual presence in interior or exterior applications. The financial details of the acquisition are not available. The two companies will continue to operate as separate entities, although Sonance will (obviously) look to leverage the strengths of the two brands in order to "provide maximum value to their combined customer brand."

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The news of the purchase comes as Sonance announces a rebranding at CEDIA Expo 2019-- a move set to push Sonance as a unified company. After all, while Sonance is known primarily for speakers, it also created the IPORT and TRUFIG brands. Thus, the Sonance brand will take the role of "parent," with all other brands operating under the same banner.

In addition, Sonance will adopt "Beyond Sound" as tagline, as well as a visual brand refresh.

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