



Press Release

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GRAS SOUND & VIBRATION EXPANDS NORTH AMERICAN PRESENCE

Signs GerrAudio as exclusive distributor responsible for Canada

GRAS Sound & Vibration ("GRAS"), a global manufacturer of acoustic measurement microphones, is pleased to announce the appointment of GerrAudio Distribution Inc. ("GerrAudio") as their new exclusive distributor in Canada.

Founded in 1994, GRAS is a well-known provider of state-of-the-art measurement microphones and related test equipment. The company serves customers in markets such as automotive, aerospace and consumer audio among others. In February 2020, GRAS joined Battery Ventures and its group of companies in the acoustic test and measurement market, which includes US-based Audio Precision.

GerrAudio has serviced the Canadian audio test and measurement market for over forty years, and has represented Audio Precision exclusively in Canada since the 1990s.

"With the long-standing and successful relationship between GerrAudio and Audio Precision in this market, the appointment is a natural extension for GRAS," says Global Distribution Director GRAS/AP, Nigel Bentley. "GerrAudio is a well-established distributor with expert market knowledge, reach across Canada and excellent technical support. We are looking forward to leveraging the synergy between Audio Precision and GRAS in this market moving forward."

"Along with Audio Precision, GRAS is a very adaptive, capable and forward-thinking manufacturer in the test and measurement industry. With their quickly evolving industrial, automotive and consumer audio focal points, we are very excited to bring these products to new market segments in Canada," says Geoff Maurice, Sales Manger at GerrAudio. "Being mutually partnered with Audio Precision and GRAS gives us an end-to-end solution for audio test and measurement that no other company can offer. GRAS paired with Audio Precision's new APx lineup of products makes them a very powerful combination in the marketplace."

About GerrAudio

GerrAudio is an established and respected Canadian distributor of professional audio equipment used in the live performance and broadcast industries across Canada. The company represents premium brands of loudspeakers, wired and wireless intercoms, digital mixing consoles, microphones, signal processing, signal distribution, and audio test and measurement equipment. We work directly with end users, value added resellers, integrators, and consultants to engineer optimum product configurations and design solutions.

Read more at: www.gerr.com



About GRAS Sound & Vibration

GRAS is a worldwide leader in the sound and vibration industry. We develop and manufacture state-of-the-art measurement microphones to industries where acoustic measuring accuracy and repeatability is of utmost importance in R&D, QA and production. This includes applications and solutions for customers within the fields of aerospace, automotive, audiology, and consumer electronics. GRAS microphones are designed to live up to the high quality, durability and accuracy that our customers have come to expect and trust.

GRAS is represented through subsidiaries and distributors in more than 40 countries.

Read more at www.grasacoustics.com

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