

SONANCE

SONANCE ANNOUNCES NEW BRANDING AT CEDIA 2019

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Sonance, a company that has been widely recognized as the creator and consistent leader in the Architectural Audio category since it was founded 36 years ago, announces a fresh new brand identity at CEDIA Expo in Denver, Colorado this September.

The move was inspired by a desire to streamline the number of brands they promote, simplify the customer experience and clarify their values as a unified company. For example, while Sonance may be known primarily for their speakers, the same team also created IPORT, a brand that turns tablets into powerful home controllers or business efficiency tools with a range of products that hold, charge and protect these devices. Additionally, in 2009, the Sonance team created TRUFIG, a flush mounting process that seamlessly integrates technology into architecture. The innovative concept, which features a trimless, minimalist aesthetic for finishes like power outlets and HVAC grilles, has become a favorite among architects, designers and custom installers.

After a number of years with each of these brands operating under the banner name of Dana Innovations, the Sonance brand will now resume its position in the role of “parent” and officially become the face of the entire company moving forward. “The guiding principles of the Sonance brand are what ties everything we do together, and they apply not only to Sonance, but to IPORT and TRUFIG as well,” says Ari Supran, Sonance CEO. “Sonance believes in designing products to disappear into architecture, forging authentic partnerships with our customers, and continuing a long heritage of innovation. We have always been Sonance, it’s just that today, we do so much more than speakers, and it’s time for us to evolve the Sonance brand beyond sound, to best encapsulate everything we do.”

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In fact, this realization led to a new tagline for Sonance, “Beyond Sound,” which will accompany the visual brand refresh. Still owned and operated by the original founders, the team has been very busy as it readies to re-introduce itself at CEDIA in Denver this fall. Sonance is a founding member of the CEDIA organization and enjoys a proud history of recognition, including six CEDIA Hall of Fame awards and a CEDIA Lifetime Achievement award — presented to cofounder Scott Struthers for creating the category of architectural audio.

**Visit the all new Sonance and their new booth (#2507) at CEDIA EXPO.
September 10 - 15, 2019.**

More information can be found at sonance.com

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Sonance was founded in 1983 by Scott Struthers and Geoff Spencer, who introduced the world's first in-wall loudspeaker. This achievement led to many more “firsts” and a proud heritage of innovation. It also inspired a philosophy that continues to drive the company's brands today: that technology can and should blend in with architecture and great design.

With a wide range of solutions that are designed to disappear, Sonance has cultivated long-standing, authentic partnerships with leading architects, interior design professionals, custom installers, design-conscious consumers and end-users, from their home base in San Clemente, California and throughout the world.