



From Left: Mike Keenan, Sales Director, JL Audio Marine Europe; Nils Thoss, Managing Director, Waterloft; Paul Baker, Managing Director, JL Audio Marine Europe; Jörg Tapken, Joint Managing Director, Waterloft

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## **JL Audio Marine Europe - METSTRADE: Waterloft Signs Agreement at METSTRADE to Become JL Audio's German Distributor**

*METSTRADE, Amsterdam, 14 to 16 November, Stand 01-535*

**Amsterdam, Tuesday 14 November 2017-** JL Audio Marine Europe has announced the appointment of Waterloft as German distributor of its

premium marine audio product range after both companies signed an agreement today at METSTRADE.

The appointment is highly significant for JL Audio Marine Europe and follows an extensive search by the UK based company to find a suitable distributor in this crucial territory. Waterloft joins JL Audio's strong network of distributors in key European territories and will play a very important role in further strengthening the JL Audio brand and increasing the sales of its extensive range of marine speakers, amplifiers, subwoofers and connectivity solutions, which are renowned for their crystal clear sound.

Commenting on the appointment, Waterloft's Managing Director, Nils Thoss said, "JL Audio's product range, with its bespoke quality and sound experience, fits perfectly into our portfolio of high-class electronic equipment, which enhances customer comfort and experience on board. We have partnerships with a strong network of boat builders and technical dealers throughout Germany and we are excited to establish the JL Audio brand in the German marine industry."

JL Audio Marine Europe's Managing Director, Paul Baker said, "We are delighted to welcome Nils and his team to the JL Audio Marine Europe network. Their wealth of experience and dynamic approach is exactly what we have been looking for to establish and grow marine audio sales in this very important territory. We are looking forward to a long and prosperous business relationship with Waterloft."

Founded in 2013, Waterloft is one of Germany's youngest but fastest growing marine equipment distributors. Its core business operates from the North German town of Schleswig close to the Danish border and it offer its trade partners fast access to a wide range of equipment from quality marine brands online at [www.waterloft.de](http://www.waterloft.de)

JL Audio's marine product line is manufactured specifically for the harsh marine environment; built for longevity and unrivalled in the marine audio sector.

For more information visit [www.jlaudiomarine.eu](http://www.jlaudiomarine.eu) or [www.waterloft.de](http://www.waterloft.de)

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## Media contacts:

Paul Baker

### **JL Audio Marine Europe**

Tel: +44 (0)1202 664 390

paul.baker@jlaudiomarine.eu

www.jlaudiomarine.eu

Karen Bartlett

### **Saltwater Stone**

Tel: +44 (0) 1202 669244

k.bartlett@saltwater-stone.com

www.saltwater-stone.com

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## **About JL Audio**

JL Audio is America's leading luxury marine audio manufacturer. The company prides itself on exceptional durability and consistency created with extensive testing. Its marine division provides speaker systems designed and built for the testing environment of the ocean. The marine range brings high end, home audio quality to the leisure, luxury yacht and sports boat market.

## **About JL Audio Marine Europe**

Based in Poole, Dorset, JL Audio Marine Europe is responsible for marketing and distributing JL Audio's car and marine audio systems throughout Europe. It has an expanding UK core dealer network and distributors in key European

markets including Germany, the Netherlands, Spain, Italy, Sweden, Finland, Poland, Greece and Croatia.