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Shure Opens New Branch Office In Switzerland

Shure Distribution Switzerland GmbH to begin direct operations in June 2018

Eppingen, Germany, 6 February 2018 – Effective June 1, 2018, Shure will open its own office in Switzerland and take over direct distribution of its products throughout the country with the newly founded Shure Distribution Switzerland GmbH. The launch of a local team, responsible for all product distribution and customer technical support in the Swiss market, is designed to bring the Shure brand closer to its customers and give them regionally based Shure contacts. Long-standing Swiss distributor, Dr. W.A. Günther AG, will continue to offer customers the benefits of its considerable experience and expertise in microphone and wireless communication technology.

"We would like to thank our long-standing distribution partner, Dr. W.A. Günther AG, for all its hard work over the past 25 years," comments Marco Weissert, Managing Director at Shure Distribution GmbH. "Dr. W.A. Günther AG is renowned in Switzerland for excellence in audio and video, and we're delighted that the company will continue to assist our customers as a commercial partner."

Herbert Muff, who, as Director of Shure Switzerland has led Shure's market development office in the country since 2015, and will now head the local subsidiary, adds: "The decision to assume distribution directly was made so that we can work with our customers on a more personal basis. By supplying Shure products and providing customer support directly, we can look after our clients in Switzerland and their projects more comprehensively, flexibly, and quickly. It will also be easier to identify trends or customer needs and incorporate this feedback faster into our product development cycle."

With the opening of the new Swiss office, Shure Distribution GmbH now has branches in Germany, Austria, Belgium, and the Netherlands. Shure Distribution GmbH regards its new Swiss subsidiary as an important component of its business and is providing strong commercial support. Throughout the transition, experienced Swiss pro-audio Applications Engineer Elias Ruh will be on hand to assist Shure's partners, while Market Development Manager Felix Alpstätg will be focused on the Integrated Systems market.

Thomas W. Wunderli, Managing Director of Dr. W.A. Günther AG, values the company's past relationship with Shure. "Shure became part of our distribution portfolio in 1992 and since then we have worked tirelessly and enthusiastically to develop and extend the reach of the brand in our country; for example, contributing to the ultimately successful campaign to extend the permitted range of frequencies usable by wireless microphones in Switzerland," he comments. "But changes in business practices always provide new opportunities — for everyone involved." Until the summer 2018 handover, Dr. W.A. Günther AG will remain the exclusive distributor of Shure products in Switzerland. Before and after, the Erlenbach-based AV specialist and its experienced staff will continue to provide its B2B clients with the very best in technology, products, and professional expertise, adding value and supporting creativity.

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About Shure

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

About Dr. W.A. Günther AG

An independent distributor and supplier of industry-leading AV brands, Dr. W.A. Günther AG, part of the Günther Group of companies, has been bringing the benefit of its knowledge and experience to the Swiss audio-visual market for more than 85 years. The company employs high-quality products to service standards that add real value, providing innovative solutions but without forgetting the customer at the heart of the process. For more information, see www.drwaguenther.ch.