

PRESS RELEASE

Bryston Adds Gary Dayton as Product Specialist

Peterborough, Ontario June 18, 2013 — Bryston has announced that it has added Gary Dayton as a Product Specialist, working in conjunction with US Sales VP, Craig Bell. Dayton, formerly with THIEL Audio, will bring a wealth of A/V industry knowledge—particularly the performance loudspeaker market—to Bryston. As Product Specialist, Dayton will create and execute training programs for Bryston’s sales channel comprised of independent reps and dealers.

Bryston has experienced a high level of interest in their first lineup of loudspeaker products introduced earlier this year. Dayton’s vast experience with this market segment will enable him to support the reps and dealers effectively right out of the gate following an intensive training regimen with product designers and engineers at Bryston headquarters in Canada.

“Obviously, we like Gary’s pedigree, having worked in the premium loudspeaker market for almost eight years,” explained Craig Bell. “But Gary will be supporting the entire Bryston product line, leveraging his experience in presenting a premium brand through webinars, trade shows and other vehicles,” added Bell. “Our network of reps provide Bryston with an invaluable service, and Gary’s presence and mobility throughout the US with product samples in tow will be a fantastic resource for our reps and enable Bryston to stay on top of key messaging as our line changes and evolves,” Bell explained.

Bryston is a technology driven company, and having a factory-trained evangelist in the field supporting the sales channel is a critical asset. “I couldn’t be more excited about my role with Bryston, a highly respected brand and a company dedicated to making great sound,” commented Gary Dayton from his office in Lexington, KY. I am looking forward to working with the Bryston team and developing key relationships with the reps and dealers in each region,” Dayton added.

Gary Dayton can be reached at gdayton@bryston.com.



Bryston's Gary Dayton

[IMAGE HERE](#)

About Bryston: Bryston (www.bryston.com) first opened for business in 1962 as a manufacturer of blood analysis equipment, and was named (as an acronym) for its three founders, Tony Bauer, Stan Rybb, and John Stonborough. In 1968, NASA engineer John Russell, Sr. relocated himself and his family to Canada from the US and bought the company, where his son Chris set to work designing the first Bryston amplifier. The Pro 3 made its debut in 1973, and since that time, Bryston components have become legendary for their hand-assembled build quality, performance and reliability in both the pro audio and consumer audio market segments. Bryston amplifiers are utilized in some of the world’s most renowned recording studios and owned by many discerning music industry professionals. Bryston applies manufacturing techniques and materials in the everyday assembly of their electronic equipment that are more typically utilized by the military and aerospace industries. Bryston is now based in Peterborough, Ontario Canada, just northeast of Toronto, and sold through over 150 dealers in North America and 60 countries worldwide.

Media Contact:

Micah Sheveloff for WIRC Media
wirc1@wircmedia.com /203-795-3141

