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James Loudspeaker™ Appoints the MRL Company as Independent Reps for the Upper Midwest Region

Napa, CA, November 1st, 2018 – James Loudspeaker (www.jamesloudspeaker.com), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential, commercial and marine applications, has appointed the MRL Company as their independent sales representation covering North and South Dakota, Minnesota and Western Wisconsin effective November 1st, 2018.

The MRL Company was founded in 1963 and serves residential and commercial integrators with a team of 18 employees. Over five-plus decades, MRL has earned a reputation for representing fine lighting and audio/video products as well as delivering excellent service. “Several of our brands have products geared toward A/V integrators that serve clients who are hypersensitive to quality,” stated MRL Principal Chris Lee. “With James Loudspeaker, we recognized an obvious synergy. This is a manufacturer that is capable of creating highly refined custom audio solutions that are perfect for the conversations we are already having in the field.”

“We are excited to work with the team at MRL and have every confidence that James Loudspeaker products will be an ideal fit for integrators throughout the region,” said Keith Parke, National Sales Director at James Loudspeaker. “MRL is a highly professional organization and we anticipate enhanced brand visibility with key accounts as well an introduction to important new customers in this territory.”

To reach the MRL Company, please contact: Chris Lee clee@mrlcompany.com

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Image caption: MRL Principal Chris Lee

About James Loudspeaker: James Loudspeaker™ designs and manufactures high-performance speakers for residential and commercial applications. James offers a vast array of architectural speakers along with built-to-suit solutions that minimize visual presence while delivering the finest sound quality for indoor, outdoor and marine audio systems. Engineered and manufactured in Napa, CA since 1999, James Loudspeaker products are sold and installed through the finest custom integration specialists worldwide. www.jamesloudspeaker.com

Media Contact:

Micah Sheveloff

WIRC Media

(727) 258-4770

wirc1@wircmedia.com