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Bryston Taps Innovative Approach to US Sales Channel Management

New initiative leverages a highly focused sales force and facilitates enhanced dealer training capabilities for US high-performance audio dealers, custom integrators and home theater specialists

Peterborough, Ontario January 2nd, 2019 – Bryston has announced that they have appointed The Sound Organisation as their sales partner for the US market effective February 1st, 2019. The objective of this relationship is to align the Bryston brand and its unusually broad range of high-performance audio products with a specialized sales team that can best service independent dealers and custom integrators. This approach will also enable Bryston’s VP of Sales and Marketing, Gary Dayton, to focus on other critical aspects of the Bryston brand such as key account management, professional audio sales, training and marketing. The Sound Organisation will replace Bryston’s network of regional independent sales reps across the US market.

The Sound Organisation (TSO) was founded in 1993 and is based in the Dallas, TX area. TSO offers a team of dedicated professionals with an unparalleled passion for the audio and visual industry capable of serving Bryston’s existing dealer base while broadening the reach of the brand to the finest specialists across the US. In addition to managing the sales channel, TSO will also provide expert training and support for high-performance audio dealers, home theater specialists and custom integrators. “To represent the Bryston brand in the US is truly an exciting opportunity for the entire TSO team,” stated Stephen Daniels, President of The Sound Organisation. “Bryston has an unmatched legacy of fine products and we are thrilled to be able to share them with the best dealers across the US market.”

“Everyone at Bryston and TSO is excited to forge ahead with an innovative and highly specialized approach to US sales channel management specifically focused on performance audio products,” explained Gary Dayton. “With the entire TSO sales team based under one roof, we are confident in their ability to deliver uniform messaging throughout the channel along with an unparalleled depth of product knowledge. It is our goal through this initiative to deliver the highest level of service to dealers and integrators, enabling them to present Bryston products to their clients with the utmost confidence.”

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About Bryston: Bryston (bryston.com) first opened for business in 1962 as a manufacturer of medical equipment. The company was purchased in 1968 by John W. Russell, an ex-NASA engineer. Together with sons Chris, Brian and John D., they first started exploring the field of accurate, reliable audio amplification in the early 1970s. Since that time Bryston has become legendary for their hand-built quality, superb performance and dependability under load in the home, professional and commercial markets. Bryston amplifiers are used in some of the world’s most renowned recording studios and owned by many discerning music professionals. Bryston applies precision manufacturing techniques and materials in the assembly of their electronic equipment that are more typically utilized by the military and aerospace industries. Bryston is based in Peterborough, Ontario Canada, northeast of Toronto, and is sold through over 150 dealers in North America and 60 countries worldwide.

About the Sound Organisation: Based in Arlington, Texas, The Sound Organisation is the importer of record for some of the most well-known brands in audio equipment. The Sound Organisation has been dedicated to discovering and importing unique audio products for over two decades in order to guide music and imagination into your home, your life and your soul.

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